

# ANC Election Campaign Manual

2016



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# Introduction

## Goals of our campaign

The ANC has two main objectives in the local election campaign:

1. To win the majority of seats in all councils we control at the moment
2. To improve our support in councils where we are in opposition

There are three types of councils we control, where we will face serious challenges. They are:

- Councils where our councillors are discredited because of poor delivery or bad conduct.
- Councils where the ANC received less than 60% of the vote in the national elections in 2014. These councils will be targeted by the opposition.
- Councils we controlled because of coalitions with other parties, rather than outright victories (especially in the Western Cape and KwaZulu Natal).

The biggest challenge everywhere is to ensure that most of our voters are registered and come out to vote on Election Day. In most local elections less than half of the potential ANC voters turned out to vote. Opposition parties usually manage to mobilize a higher percentage of their voters than the ANC. Local elections always have lower turnouts than national elections and the ANC can win a decisive victory only if we can mobilise most of our voters.

To achieve our goals, and get a good turnout, we have to:

- find out who our voters are from door-to-door work and by keeping good voter records
- make sure all our voters have IDs and are registered in the right VD
- make sure our voters understand the importance of local elections and how they work
- listen to and address the concerns of our voters, and report back to them
- select candidates that are respected and trusted by the people
- persuade our voters to again vote for the ANC because of our achievements, programmes and policies, and manifesto that address their needs, and the quality and credibility of our candidates
- organise special vote applications for those who need it
- organise transport and door to door mobilization to get out the vote on Election Day

## Broad strategy

(See the chapter on developing a branch strategy for more detail.)

## **Targeting**

Targeting is a key part of election strategy. We need to know which voters we are trying to reach, what their concerns are and how best to reach them. In strong ANC areas we have to use a different approach from contested areas. In each ward we must analyse the different communities and work out how to operate in each of them. Informal settlements, hostels and farms need different approaches from townships. Former white areas have different concerns from poorer black areas.

In each area we also have to analyse the opposition and the main problems residents face. (The opposition will be doing the same and we must be prepared to tell voters what we have done in the area, and how we will tackle the problems they still have. Our strategy needs to take into account whether our main opposition comes from the DA, the EFF, the IFP or NFP.

### **Strong areas**

In areas where the ANC enjoys clear majority support, our main focus should be on mobilising those who already support us. Our first target should therefore be 'strong' ANC voters who are committed to us and 'weak' ANC voters who voted for us in the past, but are not sure that they will vote ANC again.

In areas where we are strong, the main challenges for the ANC are to reach every potential ANC voter, make sure they are registered, listen to their concerns and respond, inform them of the ANC's achievements and plans, and persuade them to come and vote for the ANC on Election Day.

### **Contested areas**

In marginal councils and contested wards we should make a much stronger effort to win over undecided and new voters – especially young voters. We have to develop a targeted approach where we find and mobilise all our supporters and work hard to win over new supporters. Voters who are disillusioned or undecided must be given special attention. Small public meetings, house meetings and door-to-door work are very important in these areas. Most opposition parties are weak on the ground, and we need to outperform them by directly contacting every potential voter.

### **Strong opposition areas**

Every vote counts in local elections – those cast for the ANC in opposition wards may help us to get more PR councilors. Do not waste too much energy on door-to-door and media in strong opposition areas, but remember there are some ANC voters everywhere. Make sure the ANC has a presence through posters on main transport routes, tables at shopping areas, house meetings for people who want to know more or want to meet the ward candidate. We should also work hard to win over key leaders and opinion-makers from other parties. Target those who will be able to feel at home in the ANC and who may persuade their supporters to vote for us.

## **Activities**

Elections are about voters and we must place the voter at the centre of all our activities. During the next few months all our structures must concentrate on making contact with voters, raising the ANC profile in the area and preparing for elections. Meetings and discussions with voters should focus on local issues and problems and report-backs from different levels of government. Where we have made mistakes or deployed weak councilors, we should deal with this honestly and decisively.

Closer to the elections the ANC will publish a national Local Election Manifesto that will outline our vision for local government. The ANC in every local council area will also explain their specific programmes for development and delivery to voters in that area.

## **Turnout and mood**

To get good turnout of ANC voters we need an optimistic mood among our supporters. A pessimistic mood usually means a lower ANC voter turn-out. A low voter turn-out also damages the legitimacy of the elections and of government. We have to improve the mood by communicating the achievements and progress made by the ANC government in the last 21 years, especially at local level. We must challenge the opposition message of non-delivery and make sure our achievements are known by all. Voters easily become negative when they are not well-informed.

## **Registration and IDs**

Voter registration is another serious challenge we have to face. At least 10% of voters have changed their address since the last registration period and are not on the voters roll in the area where they live. The majority of young people between the ages of 17 and 27 are not registered. Poor young people often do not even have IDs that will enable them to register. We have to embark on a massive ID drive now and make sure that all our voters are registered in the right voting district.

## **Structures**

The election campaign is a massive undertaking and the ANC needs thousands of clear, committed and loyal cadres to do the work. Sometimes our own activists can lose us votes because they are divided or negative and do not understand our policies. We must ensure that we train and prepare our campaign workers to meet the challenges and that we use the campaign to build unity in our ranks.

## **The IEC**

An election cannot succeed without the IEC and the hundreds of thousands of staff who work on Election Day. Around 23 000 voting stations have to be set up and staffed. The ANC must do everything possible to support the work of municipal election officers (MEOs) and to make it easy for our voters to cast their votes. We can lose a lot of votes through inefficiency during voter registration, and also through delays and long queues on Election Day. At municipal level our ANC representatives must be very active in the local party liaison committee to monitor the selection of voting stations and electoral staff and the preparations for registration and elections.

Candidates have to be nominated and registered with the IEC. This will now happen at national level. It is a complex task to deal with the documents of more than 9 000 candidates and ANC Provincial and Regional offices will play a key role in making sure all our candidates have completed documents.

## **Code of Conduct**

It is important that we have free and fair elections so that the will of the people is properly reflected by the election results. The ANC is likely to win control of the majority of councils and we do not want anyone to question the credibility of the election results.

The same Code of Conduct applies as in all other democratic elections and the ANC President will sign it on our behalf. Provincial ANC leaders and all candidates also sign an agreement that they will abide by the Code of Conduct. Political parties that break the Code can be fined, stopped from working in an area, or have their votes in an area cancelled. This means that individuals who break the Code can cause the ANC to lose a ward where we got the majority of the votes. The individuals who break the Code or commit other offences under the Electoral Act can also be charged with a crime and fined or jailed.

In the ANC we expect all our candidates, members and supporters to stick to the Code of Conduct. Anyone who breaks it will commit a crime and can be prosecuted. The ANC may also be punished for an individual member or supporter's behaviour if it can be shown that we did not urge our supporters to abide by the Code, and did not take all reasonable steps to stop them from breaking the Code. In serious cases the ANC Disciplinary Committee will also take action against members who break the Code.

LET and BET leaders are expected to run a fair campaign and to make sure our members and supporters behave according to the Code. When supporters of the ANC are shown on TV disrupting other parties' campaign events it creates an impression that we are undemocratic and intolerant. We have to work actively to counter such behaviour and make it clear that such actions do not carry the blessings of the ANC.

## **Here are the main Do's and Don'ts of the Code of Conduct:**

### **Do:**

- encourage all your members and supporters to be tolerant of other parties
- condemn political violence
- support the right of all parties to campaign freely in all areas
- inform the proper authorities of all planned marches and rallies
- actively work with all IEC structures
- co-operate with the police in their investigation of election crime and violence

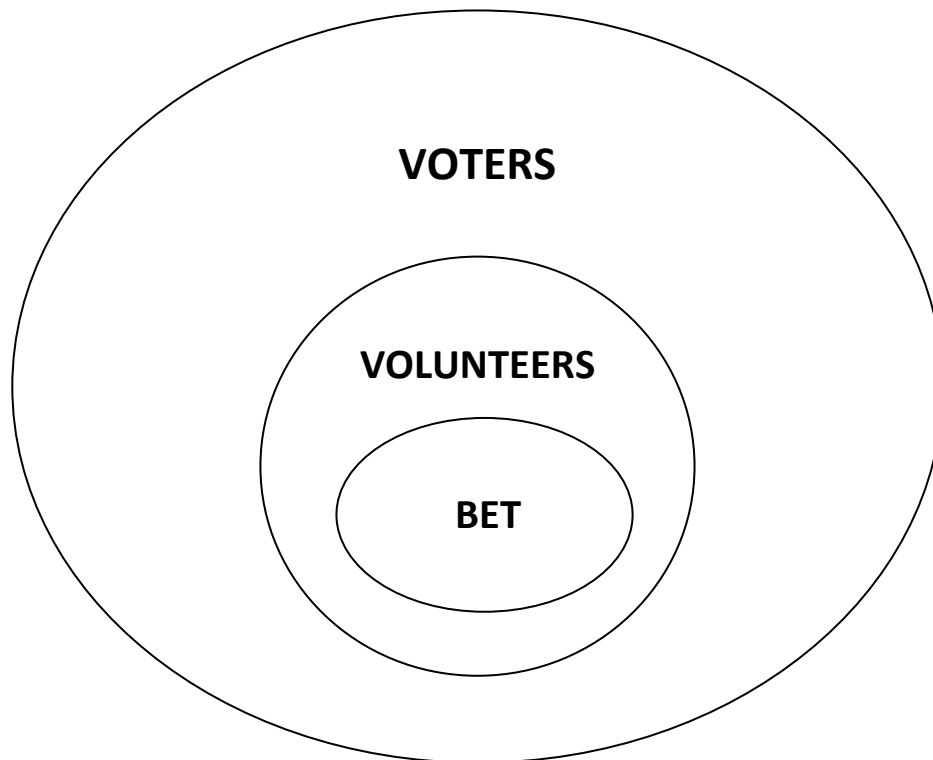
### **Do not:**

- use any kind of violence or threats against anyone who supports another party
- remove or destroy any other party's property, posters or pamphlets
- disrupt another party's public meeting, or prevent a meeting by any other means
- stop other parties from door-to-door work or campaigning in your area
- threaten or stop people who want to attend meetings of other parties
- force people to join your party, attend meetings or donate money
- spread lies or false rumours about another party or a candidate
- use violent language or urge people to use violence against any party or person

## Chapter 1

# Campaign structures

## Introduction



The main aim of our campaign is to reach voters and persuade them to vote for the ANC on Election Day. The voters must be at the centre of all our campaign activities – in each branch there are thousands of voters who have to be contacted and persuaded to vote ANC.

We need dozens of volunteers from our branch to reach all voters. Branch Election Teams (BET) will coordinate all the campaign action – the BET is a small unit that plans and manages the campaign and the work of volunteers.

There are a number of important guiding principles for setting up election structures:

- Structures should be set up in such a way that they promote unity in action between the ANC, the Leagues and the Alliance. At PET, RET and LET level they should be directly represented. At BET and VD level they should volunteer for task teams.
- The key coordinating structures for local elections are Local Election Teams (LET) set up in each municipal area consisting of LET and BET coordinators.
- At branch level the BET takes responsibility for election work. It is made up of a coordinator, task team heads and VD coordinators. The work of election teams should be reported to the BEC.
- At other levels like Voting District (VD) or village levels, smaller teams can be formed to implement door-to-door and other voter contact activities.
- The chain of command should be as short and simple as possible. Local election coordinators (LET at municipal/sub-regional level) should assist BETs with strategy,

training and implementation, and get information and resources to branch coordinators. Branch coordinators should report problems and progress to LET coordinators. LET coordinators should relate to the RET when needed, and also report directly to the PET.

## **RET**

There is no need for a large Regional Election Team (RET) in local elections. The main focus should be on building strong Local Election Teams (LET) and Branch Election Teams (BET). RECs and deployed cadres (MPs and MPLs) should work as part of LETs and make sure that each LET is properly constituted and well coordinated. The LET is a very important structure in local elections since it corresponds with the municipal boundaries and each election needs a coordinating structure.

The RET should play a monitoring and support role and intervene where LETs are not functioning.

## **LET**

The ANC will be fighting around 240 local council and metro elections. For each of them we will need a coordinating structure. In every local council area a Local Election Team (LET) will be set up that brings together BET coordinators, Alliance election coordinators and key councillors/candidates in that area.

The LET will deal with coordination in terms of budgets, deployments, events and speakers, campaign message and local media, and voter outreach.

The Provincial Management Team will deploy LET coordinators. The RET should deploy members to LETs that need reinforcement, and MPs and MPLs should work directly with the LET in their constituency area.

In metro areas the RET plays this role and LETs can be set up in sub-regions or Zones. LETs must support branch work by:

1. Assisting with the setting up of branch election teams under BECs
2. Analysing election results per voting district and developing an overall strategy
3. Developing budgets, getting resources to BETs and accounting for funds
4. Supporting branch campaigns to ensure that the ANC profile and image is improved and co-ordinate deployment to branch events
5. Coordinating an ID drive and liaison with Home Affairs
6. Organising support in weak and marginal areas and developing strategies for unorganised and farm areas
7. Deploying MPs, MPLs, councillors and leaders to report-back meetings
8. Ensuring that constituency work takes place and fits into election plans
9. The LET coordinator should take responsibility for coordinating development and delivery audits at local level and assist branches with these audits.

## BET

Every branch must set up a branch election team (BET) working under its Branch Executive Committee (BEC) and appoint an election coordinator – preferably the branch secretary (or a competent cadre with enough time available). Once the ward candidate is selected he/she should also be on the BET. Any Alliance or MDM structures in the area should be invited to send representatives to the BET. The BET should set up task teams and the task team heads should attend BET meetings. VD or village teams, made up of volunteers from the ANC, Leagues and Alliance, should also be set up to implement door-to-door work in an area and do media distribution. VD coordinators should also attend BET meetings.

Each branch can decide how best to organise volunteers to do the campaign tasks. The main tasks that need a lot of people are door-to-door work and pamphlet distribution. Branches can organise volunteers into area teams, or task teams, or can keep one big team and deploy people when needed to do specific tasks.

Tasks like putting up posters, fundraising and organising events and meetings can be done by small groups of committed volunteers who are deployed to those tasks. Volunteers can be recruited from ANC, Alliance and League branches.

Comrades doing door-to-door work are our frontline campaign workers. They are the ones who interact with voters and motivate and mobilise them. It is very important to train them well and to have regular briefing and assessment sessions with them. They should understand the problems in the area and how to answer typical voter questions.

*A list of these questions and answers is attached as Appendix B.*

### Role and function of campaign structures from regional to branch level.

LEVEL	COORDINATION	REPORTS TO	CAMPAIGN ACTION
<b>RET Regional</b> [Metro or District Council]	<b>Regional secretary</b> [as election coordinator] plus deployees to LETs and Alliance Secretaries make up <b>Regional Election Team</b>	<b>PET and REC</b>	<ol style="list-style-type: none"> <li>1. Strategise and plan for area, especially unorganized areas</li> <li>2. Monitor local implementation through LETs</li> <li>3. Interact with key sectors</li> <li>4. Fundraise for region</li> <li>5. Coordinate training</li> <li>6. Distribute media</li> </ol>
<b>LET Sub-regional</b> [Municipal]	<b>Local election team coordinator plus branch election coordinators make up core of Local Elections Team.</b> Joined by PET and Ret deployees, Alliance reps and Candidates. <b>Task teams:</b> Mobilisation and Training (include media distribution), Communication, Fundraising and Legal and Monitoring	<b>Direct to PET and to RET</b>	<ol style="list-style-type: none"> <li>1. Coordinate campaign in municipality</li> <li>2. Organise sectoral work and big events</li> <li>3. Deploy candidates to campaign work</li> <li>4. Build, monitor and support BETs</li> <li>5. Consolidate BET reports for PET and RET</li> <li>6. Deal with campaign resources</li> <li>7. Media distribution, hanging posters</li> <li>8. PLC liaison and monitoring</li> </ol>
<b>BET Branch</b> [Ward]	<b>Branch secretary or other election coordinator</b> plus coordinators of any task teams or VD teams, plus Alliance and MDM reps make up <b>Branch Election Team</b>	<b>LET and BEC</b>	<ol style="list-style-type: none"> <li>1. Door-to-door work</li> <li>2. Pamphlet distribution</li> <li>3. Sectoral, block and house meetings</li> <li>4. Fundraising</li> </ol>
<b>VD team</b> (voting station area)	<b>VD coordinator</b> appointed by BET plus 5-20 Volunteers	<b>BET</b>	<ol style="list-style-type: none"> <li>1. Door-to-door visits and</li> <li>2. Filling in voter records</li> </ol>

## Chapter 2

# Campaign phases and tasks

The election campaign will be fought in three phases:

- |                              |   |
|------------------------------|---|
| 1. <b>Lay the foundation</b> | Now until campaign launch               |
| 2. <b>Mayihlome</b>          | Early 2016 till 3 weeks before election |
| 3. <b>Siyanqoba</b>          | Last three weeks                        |

In this chapter we explain the three phases and the key tasks that must be done in each of them.

### PHASE 1: Lay the Foundation

During this phase of the campaign we have to prepare our campaign structures, run the ID and voter registration campaigns and ensure that we increase our contact with voters. The key tasks for branches in this period are the following:

1. Set up strong branch election team and appoint VD team coordinators and recruit volunteers.
2. Do an analysis of local strengths and weaknesses, voter support, local improvements since 1994 and key local issues and problems that need attention and develop a branch election strategy.
3. Start fundraising.
4. Run the targeted ID campaign in the area from now to October
5. Use local councillors, MPs and MPLs to report back on our achievements and listen to the people, through local public meetings
6. Monitor the voting station selection and voting district boundaries in your area through your local election team representative on the municipal Party Liaison Committee (PLC) of the IEC.
7. Identify key target groups or sectors that we should reach through our campaign and organise outreach events.
8. Do door-to-door work to identify people without IDs, or unregistered voters, and to talk to all voters about their concerns and the ANC's achievements in the last 21 years.
9. Identify unregistered voters or voters who have changed their address, and make sure that they use the voter registration days to register at their voting station.
10. Hold regular training and briefing meetings for all campaign volunteers.
11. Distribute voter registration media – posters and pamphlets
12. Educate first time voters on what they will be voting for and how to vote.
13. Participate in the ANC candidate selection process.

## **PHASE 2: Mayihlome – Early 2016 to three weeks before elections**

Mayihlome means “prepare for battle”. This phase starts immediately after the campaign launch and we intensify our work and make sure that we directly reach every ANC and potential ANC voter. We will be armed with the manifesto and our candidates will be in place by this time. We have to use our work to popularise the manifesto and we will be able to deploy candidates to many campaign events. A lot of advertising, print, radio, billboard and poster media will be rolled out in this phase.

These tasks should be performed by branches during this time:

1. Reach every potential ANC voter to popularise the manifesto and candidates
2. Do door-to-door work to reach voters.
3. Put up posters and distribute pamphlets.
4. Hold local campaign meetings and events with candidates to reach targeted sectors.
5. Run small meetings and house meetings with ward candidates and ANC leaders for undecided groups.
6. Recruit and train party agents.
7. Identify voters who need special votes because of age, infirmity, disability or pregnancy and help them to apply to the MEO

## **PHASE 3: Siyanqoba – Three weeks before elections until results announcement**

Siyanqoba means “we are winning”. During this phase we have to build up enthusiasm for the elections, create a buzz and motivate all our voters to go out and vote on Election Day.

All our media and candidate activities will be geared towards this. All candidates, leaders and public representatives of the ANC will be deployed full time on the campaign and will be available for direct voter contact work. During this period the key tasks of branches are the following:

1. Use candidates, leaders and public representatives effectively in small local meetings as well as in door-to-door work – focus on mobilizing ANC voters and persuading undecided voters.
2. Do extensive door-to-door work to identify all ANC voters and to check whether they need transport or other support for Election Day.
3. Make sure that every ANC voter knows where to vote and how to vote.
4. Recruit two party agents for every voting station (more where there are streams of voting) and make sure that they attend the training.
5. Set up the Branch Operations Centre as well as team for Election Day.
6. Arrange transport, catering, volunteers and everything else that you need for Election Day.

During the week running up to Election Day, the campaign moves into top gear and the key task of branches is to get out the vote. We have to ensure that every single voter that has

been identified as an ANC supporter gets to the voting station and makes his or her cross. At the same time we have to help the Municipal Electoral Officer (MEO) and electoral staff to make sure that the arrangements for voting go smoothly in our area. ANC agents also have to be on duty at every voting station to monitor voting and counting. Where necessary, we have to organise transport to get voters to voting stations. All problems have to be reported to LET or provincial level.

**Key tasks of branches on Election Day are the following:**

1. Set up and run ops centres for Election Day.
2. Door-to-door work to get out the vote.
3. Organise transport and pick-up points for voters where voting stations are far from residents.
4. Monitor voter turnout at voting stations.
5. Deploy agents to monitor administration and voting at all voting stations.
6. Feed campaign volunteers and agents.
7. Monitor and report counting and results.
8. Celebrate
9. Clean up and pay all accounts

There are chapters in this manual that deal with every aspect of branch election work. Work through them to get a better understanding of how to do the tasks listed above.

## Chapter 3

# Developing a branch strategy

In this section we will cover:

1. Why we need a strategy.
2. How to develop and use a campaign strategy.

### Why we need a branch campaign strategy

We have limited resources in our election campaign and must make sure that they are well used. This means we have to aim our campaign at target voters who are likely to support us. We must also understand what issues and concerns affect different sectors of the electorate. This will allow us to use our resources in ways that reach many voters as cheaply as possible.

To do this we need to know which areas are ANC strongholds, which areas have significant ANC supporters and which areas have mostly opposition supporters. National will supply maps and tables for every VD that shows whether that area is one of these four categories:

- ANC stronghold (AS) – we should easily win if we can mobilise our voters
- ANC Frontier (AF) – we are the strongest party, but the opposition will target this area since they have significant support
- Opposition stronghold (OS) – the opposition should easily win
- Opposition Frontier (OF) – opposition is the strongest party, but the ANC should target this area since we have significant support

We have to get all potential ANC voters to vote for the ANC on Election Day. It does not matter if we get fewer votes in a ward than the opposition – every vote counts towards the number of PR councillors we get. The weak ANC voters and first time voters will be targeted by the opposition. To come close to previous results we have to mobilise all previous ANC voters as well as at least 65% of new or first time voters.

Voters who are disillusioned with the ANC or feel their problems are not addressed by the ANC government will not be motivated to vote on Election Day. We have to find out what problems our voters experience, what government has done or plans to do about those problems, and how conditions in our area have improved since 1994. Where possible we must solve problems that can be solved before the elections.

Many important concerns facing our people will not be solved before Election Day. These issues include unemployment and poverty. It is important that our campaign workers have a common approach to dealing with these issues and give hope without making false promises. We have to make sure that volunteers understand the long term plans of the ANC as well as the manifesto. Appendix B offers some answers to difficult questions.

In each area we have to understand the strength of the opposition parties or other formations that may persuade people to not vote for the ANC. Where needed we should

plan how to counteract their messages. We also have to analyse our own strengths and weaknesses as the ANC so that we can build a strong election campaign machinery that builds on our strengths and overcomes our weaknesses.

## How to develop and use a campaign strategy

In this section we take you through seven simple steps to develop a campaign strategy. In each step you should use the “see, reflect and act” method. This means: get the facts, analyse and discuss them, and then work out the action needed. The steps are:

- Step 1: Where are the ANC voters and how do we reach them?
- Step 2: Problems, concerns and issues that affect ANC voters.
- Step 3: Opposition and threats.
- Step 4: ANC strengths and weaknesses.
- Step 5: Consolidate action plan.
- Step 6: Monitor implementation
- Step 7: Evaluate

### STEP 1: Where are the ANC voters and how do we reach them?

In most branches we know which are the strong ANC areas and we must simply separate the ward into different types of areas and work out what is the best way of reaching voters in each one. For example you need different methods in informal settlements, hostels, suburbs, villages and farms. Use a simple table like this example to classify your areas and plan the right kind of campaign action for each area.

AREA	TYPE	METHODS
<i>Themba lethu</i>	<i>Township</i>	<i>Door-to-door, sectoral meetings, pamphlet distribution</i>
<i>Hani Park</i>	<i>Informal settlement</i>	<i>Community meetings, loud-hailing, posters</i>
<i>Lesedi</i>	<i>Village</i>	<i>Community meetings, involve traditional leaders, meet women at washing place</i>
<i>Newlands</i>	<i>Former white area</i>	<i>House meetings, win over key opinion-makers, meet domestic workers in parks, 24 hour garages or at shopping centre and church on weekends</i>

You can also get the 2009 national and 2011 local election results for every voting district in your branch area. These are available from the LET. An analysis of the results will help you to identify strong areas and also point you to the voting districts where you should concentrate on making sure ANC voters are registered and mobilised on election day.

Use the table below to put all your voting districts into one of these categories:

1. ANC Strong areas – where we won more than 60% of the vote
2. ANC Frontier (Weak) areas – where we won between 50-60% of the vote
3. Opposition Frontier (weak) areas – where we lost, but got between 20-50%
4. Opposition Strong areas – where we lost with less than 20% of the vote

ANC Strong and frontier areas should be our main focus areas. Most of our campaign action should target voters living in those areas. Frontiers are contested areas and need special attention since we can win new voters in those areas. In provinces and areas where we face stiff opposition we have to win the battle for votes in contested areas. The opposition will also focus some of their campaign effort on contested target areas.

Do not waste too many resources on opposition stronghold voting districts except to carefully target ANC supporters in those areas. Remember that every vote counts and is added to our municipal total.

The area and VD analysis will form the basis for what methods we use in each area and how we deploy our resources. Write Voting District (VD) numbers in the correct column:

1. ANC STRONG	2. ANC FRONTIER (WEAK)	3. OPPOSITION FRONTIER	4. OPPOSITION STRONG

## **Step 2: Problems, concerns and issues that affect ANC voters**

For each area in your ward find out what the main problems and issues are that affect voters. Your branch may know many of the problems already and can get more information from ward councillors, community meetings and door-to-door work.

The problems you discuss should cover the following broad topics:

- Services – water, toilets, electricity, refuse
- Employment
- Poverty and welfare
- Health
- Housing and land
- Schools
- Crime and violence, gangs, substance abuse
- Facilities
- Transport

Once you have identified the main problems, find out if anything has been done by government about the problems or if anything will be done soon. If not, try to get something done to solve the problem before elections. Work out a clear action plan. Raise the issue with the ANC caucus in the local municipality or take it up with the REC or PEC. If nothing can be done, find out the reasons so that you can explain it to the people. Remember some issues cannot be solved before election day. We need a common approach to how we handle questions on these issues. (See Appendix B)

Use a table like this one to capture the information for each area where ANC supporters live:

AREA:			
PROBLEMS/ISSUES	WHAT HAS BEEN DONE?	WHAT IS PLANNED?	ACTION NEEDED

The problem analysis and answers to voter questions (Appendix B) must be used for briefing all speakers who will address public or house meetings, and for training all door-to-door volunteers.

### **Step 3: Analysing opposition and threats**

Different areas have very different opposition threats. There are three main things we should look at:

#### **1. Other parties:**

Are any other parties likely to get a lot of support? Can any of them win over people who may vote for the ANC? If yes, analyse their strengths and weaknesses and the message and methods they will use to persuade voters to support them. Work out ways to counter their message and to win over voters who may be undecided between them and the ANC. Do not waste time and resources trying to win over their most committed supporters. Target some of their key leaders and try and win them over to the ANC.

#### **2. Other organisations or social movements:**

Are there any forces active in your area who may try to persuade ANC voters to stay away or vote for other parties because of problems they see in our performance as government? Identify these organisations or individuals and analyse the issues they use to mobilise support. Take the issues seriously and do not just dismiss the organisations as opposed to the ANC – remember they are generally mobilizing our constituency around genuine grievances. Work out what we have to do as government and the ANC to deal with the issues they raise. We must deal with issues and problems in such a way that our voters are re-assured that the ANC remains their best hope for a better life. Work out a clear action plan to address their issues.

#### **3. Apathy and disillusionment:**

The biggest threat to the ANC is voter apathy, often caused by disillusionment because of poor services, poor communication or a belief that politicians are corrupt and look after themselves first. Analyse the extent of this threat in your area and work out the best ways of counteracting it. Make sure your ward candidate enjoys the trust of the community. Many of these problems are easily solved through closer contact between voters and public representatives, access to information and an opportunity to voice problems. Deal decisively with any allegations of corruption. Work out an action plan for addressing grievances and communication problems.

Analysis of opposition and threats are an important tool in the campaign to help us understand and counteract negative messages that our voters are exposed to. We must use this analysis to brief all speakers and door-to-door volunteers.

#### **Step 4: ANC strengths and weaknesses**

An election strategy and action plan can only be implemented if you have the right campaign organisation. Analyse the strengths and weaknesses of your branch and Alliance and MDM forces that can support the ANC campaign in your area. Work out what can be done to overcome the weaknesses and how you can use the strengths in the campaign. Then look at your overall strategy and the action needed and work out the best way to structure your election task teams. Set up at least the following: door-to-door team (big), media distribution, events and fundraising teams (smaller).

Divisions within the ANC can also affect the morale of our volunteers and we should work hard to unite our members and work together to ensure an ANC victory. No-one should be excluded from volunteering for the campaign and we should do our best to draw in people with experience from previous campaigns.

#### **Step 5: Consolidate action plan**

Look at all the action lists and plans that the first four steps generated and decide what must be done when. For example you cannot organise door-to-door work before you have trained volunteers. Also look at the campaign phases and decide what activities should take place in which phase of the campaign.

Use a campaign calendar to order your activities in terms of dates. Put it on chart paper or make copies so that all BET members understand the campaign roll-out plan. For each task team, make a list of activities for which they are responsible.

## Campaign calender

Use a calender like this to plan your activities. Remember to plan more action where we have more voters and to different methods for different areas.

<b>Week</b>	<b>Ward level</b>	<b>VD1 ANC Strong</b>	<b>VD2 ANC Frontier</b>	<b>VD4 Op Frontier</b>	<b>VD5 Op strong</b>
1-7 Jan	<i>Training volunteers 4 Jan BET meet 5 Jan</i>	<i>Door to door find unregistered ANC voters</i>	<i>Door to door find unregistered ANC voters</i>	<i>Door to door find unregistered ANC voters</i>	
8-15 Jan	<i>BET meet 12 Jan</i>	<i>Door to door Posters up</i>	<i>Door to door Posters up</i>	<i>Door to door Posters up</i>	<i>BET and all volunteers blitz domestic workers Posters up</i>
16-23 Jan	<i>18<sup>th</sup> Public meeting with ward candidate</i>	<i>16th Loudhailing</i>	<i>17<sup>th</sup> Loudhailing Public meeting host</i>	<i>18<sup>th</sup> Loudhailing</i>	
24 – 31 Jan	<i>BETmeet 26 Jan</i>	<i>28 JanMP/L report back</i>	<i>House meetings x 3 with ward candidate</i>	<i>House meetings x3 with ward candidate</i>	
1 – 8 Feb	<i>Ops centre for voter registration Transport for registration</i>	<i>Registration open: Taxi rank table Door to door Loudhailing</i>	<i>Registration open: Taxi rank table Door to door Loudhailing</i>	<i>Target only ANC voters for registration</i>	

## Step 6: Monitor implementation

A strategy means nothing unless the action plans are implemented. An important part of the BET's work is to check that implementation is going as planned. Monitoring is an ongoing activity and cannot be left until after the campaign - we have to identify problems as soon as possible and address them. Monitoring is the responsibility of all team coordinators. There are three main ways of monitoring:

**1. Preparation of activities:** Detailed action plans help with monitoring since they have clear deadlines and responsibilities are allocated to individuals. Coordinators should monitor tasks according to the deadlines - check that people have done the tasks before the deadline is reached. If someone fails to do their work, you will still have time to sort out the problem.

For example for an event use a simple checklist to manage performance of your team. Below is an example:

	Task list	Who	B y When	Done
1.	Book hall	David	1 March	✓
2.	Secure speakers	Bontle	2 March	✓
3.	Poster design	Thandi	3 March	
4.	Poster to printer	Thandi	4 March	
5.	Poster distribution	Milo	5-7 March	
6.	Loudhailing	Sipho	15 March	
7.	Decorate hall	Thabane	15 March	

**2. Activities and events:** Big activities like door-to-door blitzes and pamphlet distribution should also be monitored while they are happening to make sure that they are going according to plan. Go to where the action is taking place and make sure that volunteers are doing the work properly. When you find a problem, immediately try to sort it out.

**3. Meetings and reports:** Team meetings or reports can also be used for monitoring progress and assessing whether your activities are having the right impact. The numbers of voters reached should be captured for every action.

It is a good idea to use a chart to monitor progress, as in the example for door to door work below:

VD number	Number of voters on roll	Voters seen door to door	Number will vote ANC	Number voted ANC 2014	Number still undecided	New voters identified for registration
1	1205					
2	1315					
3	1112					
4	1324					

## **Step 7: Evaluation**

At the end of every action and phase of the campaign, we should evaluate before moving on. This will help us to count our gains and to deal with our weaknesses. We will learn useful lessons from our own experience and build our own capacity for the future.

The following questions should be discussed:

- Did we achieve our objectives?
- If yes, what exactly did we achieve?
- If no, what prevented us from achieving our objectives?
- What were the successes of the action/event/campaign?
- What were the weaknesses?
- What lessons can we learn for the future and how should we change our plans?

## Chapter 4

# Delivery Audit

Audit means counting, measuring and checking what has actually happened. A delivery and transformation audit means finding out what has changed in your area since 1994.

### Aim

All ANC branches must use this form to write down exactly what has changed in your area since the ANC came to power so that we can tell our voters what we have achieved.

Many people, even some of our own activists, feel that little has been done to build a better life for all. The audit can be used to prove that the ANC has delivered and that many things have changed. It can also help us to identify the things that have not changed and that we in the ANC need to give our attention to. The audit should be kept and updated for each election.

### How to do the audit

The questions are divided into categories. In each of them there are questions about:

1. **Delivery** – things that improved people's lives and that can be counted (e.g. houses, services, clinics, roads, classrooms)
2. **Local transformation** – changes that improved people's lives but cannot be counted (e.g. a better station commander or school principal, a more progressive council, greater community participation in forums, a change in racist attitudes)

There are different ways of getting the information you need to fill in this form:

- First go through the form with your BEC and councillors and see which answers you have already
- Work out where you can get the answers to the other questions – from the council, clinic, school principal, station commander, magistrate's court, ANC MP or MPL, the Provincial Housing Board, the ANC provincial or national office, the 2011 census (StatsSA), the municipal Integrated Development Plan (IDP), government departments, community development workers, ward committees and so on
- Decide who will get what information and set deadlines
- Make one person on your BEC responsible for keeping all the information and updating it

Whenever you can find facts and numbers to support your answers, write them in the empty squares. Use a pencil when you fill in the answers so that you can easily update the answers closer to the local elections. Make a photocopy of a blank audit form so that you have spares.

## How to use the audit

The information in the audit should be used to claim our victories and to identify areas where we need to do more. Write a summary of all the information and make copies of it. Use it to brief ANC speakers and members, to train canvassers and to write pamphlets for the community.

**AUDIT FORM FOR BRANCH:** \_\_\_\_\_

### 1. Health Services

List any new clinics/hospitals in the area

What improvements have been made to old clinic or hospital buildings?

How many more nurses and/or doctors are working in the clinic/hospital?

List any new services available (e.g. pre-natal, nutrition, school education programmes, HIV/AIDS prevention and treatment, and so on).

What are the most important things that can still be done before the elections?

### 2. Welfare

Describe improvements for pensioners – pay- points and the number who get pensions

How many more children in the area qualify for the government child support grant?

List any new organisations, services or facilities for the needy, disabled or elderly.

What are the most important things that can still be done before the elections?

### 3. Housing and Land

Number of new houses built or being built since 1994

--

Number of government housing subsidies awarded in your area

--

Number of households affected by informal settlement upgrades; list areas affected

--

How much new land has been allocated for housing? List areas affected

--

How many people have benefited from land reform projects? List areas affected.

--

**What are the most important things that can still be done before the elections?**

--

### 4. Schools

List new schools that have been built or which children now have access to.

--

List any new classrooms or facilities that have been added to old schools.

--

Describe any improvements in access to school books.

--

How many more teachers employed in schools?

--

How many more children attend school than before 1994?

--

What improvement has there been in the dropout rate?

--

What improvement has there been in the matric pass rate?

--

What change is there in the number of matrics who go on to colleges/technikons/universities?

**What are the most important things that can still be done before the elections?**

## **5. Police and courts**

List any new police stations, satellite or mobile stations.

How many more police staff in the area?

What increase has there been in police patrols and visibility in the area?

How many Community Police Forums are there and what successes have they had?

How many more black and women police officers in senior positions?

How many more black and women magistrates and prosecutors employed?

<input type="text"/>	<input type="text"/>
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What increase in the number of arrests per year?

Describe any improvements in the way courts work in your area?

**What are the most important things that can still be done by the elections?**

## 6. Services

Number of households  
electrified since 1994

Number of homes that  
got access to water  
since 1994

Number of households  
that got access to toilets

--	--	--

What improvements have there been in rubbish removal and cleaning services?

--

What other new services have been implemented by the council (e.g. streetlights, cleaning)

--

Describe improvements in emergency services e.g. fire brigade and ambulances

--

**What are the most important things that can still be done before the elections?**

--

## 7. Facilities

List any new sport facilities or parks.

List new halls or community facilities

--	--

List any new libraries or better access  
to libraries.

List any new post offices, banks,  
shops, etc.

--	--

**What are the most important things that can still be done before the elections?**

--

## 8. Transport and roads

How many roads have been tarred?  
List them.

How many new roads have been  
built?  
List them.

--	--

Describe improvements in road maintenance and any bad roads that have been fixed.

--

List improvements in things like pavements, signs, traffic lights, pedestrian crossings.

--

List improvements in public transport (buses, taxis, trains, bus shelters, terminus etc).

--

**What are the most important things that can still be done before the elections?**

--

## 9. Employment

How many people are unemployed and has this increased or decreased since 1994? Use percentage as numbers will grow over such a long period

--

List new economic developments, job creation projects/programmes or expanded public works programmes. How many people are employed by them?

--

List improvements in the informal sector e.g. access to loans, hawkers' markets.

--

**What are the most important things that can still be done before the elections?**

--

## 10. Local government budget and transformation

How much of the budget was spent on disadvantaged areas before 1995? How much is spent now? List key areas of new spending.

--

What improvement has there been in the rate of payments by the residents?

--

What has it meant for the community to have a democratic + representative council?

--

How many meetings were held by ANC councillors to report to or consult the community? List types and numbers of meetings.

--

How many black people and women were employed in management and administration of the council in the past? How has this improved?

--

Describe any positive ways that the role of traditional leaders has changed since democratic local government.

--

What are the main development projects and plans in the council budget year?

2014/15	2015/16

What are the most important things that should still be done before local elections?

--

Date of first filling in audit: \_\_\_\_\_

Dates of last updates to information: 1 \_\_\_\_\_ 2 \_\_\_\_\_  
3 \_\_\_\_\_

## Chapter 5

# Campaign Methods

---

Voters must be at the centre of all campaign action. Our most important task in each phase of the campaign is to reach voters and communicate with them. All campaign action must aim to get to voters and persuade them to come and vote for the ANC on Election Day.

In strong ANC areas our voters are not very likely to vote for any other party. The main threat is that ANC voters will not vote on Election Day because of apathy or disillusionment or because they think the ANC will win easily. In these areas our campaign must aim to make sure that people who voted for the ANC in the past, do so again.

In areas where we have never won a majority of the votes, our main aim is to change the choice voters make. These different types of areas need different methods. This chapter explains the best general methods for making contact with, and persuading, voters. Your election team must choose the methods that suit your area.

This chapter covers:

1. Door-to-door work and blitzes
2. Loud-hailing
3. Outreach to different sectors of the community
4. Public meetings
5. Meet the people events
6. Media distribution
7. Fundraising
8. Voter education

Personal contact is the best way of keeping our voters loyal and winning over new voters. Our representatives in government are the public face of the ANC and must be used to communicate our election message to voters. Voters want to meet the people who now represent them or are going to represent them, and candidates will attract more people to our events. In this section we talk of candidates but they could also be existing MPs, MPLs and councillors.

When you organise an event always think of the following questions:

- How can we overcome anger or apathy from ANC voters?
- How can we reach new groups and not just strong ANC voters?
- Will the event give us good publicity or directly reach lots of voters?
- Which candidates or campaign workers are best for the event?

## **1. Door-to-door work:**

Door-to-door work is the main part of any election campaign. The purpose of door-to-door work is to meet the voters to find out who they support and to persuade them to vote for the ANC. If they are ANC voters we must make sure they have IDs and are registered on the right voters roll. On Election Day we must use our record system to find and mobilise every single ANC voter.

**Door-to-door work is only useful if clear records are kept so that we can use the records to:**

- Register unregistered voters.
- Send leaders or candidates to persuade weak and undecided voters or invite them to house meetings and other events.
- Make sure all our voters come to vote on Election Day.

There are different record-keeping systems for different areas, depending on whether they are strong ANC areas or contested areas [see next few pages].

**Door-to-door work can be done in two ways:**

**Blitzes** – where a big group of volunteers and some candidates spend the day going door-to-door in one area. Blitzes can be best used in areas where we are strong and can visit voters just once, or in areas where our structures are very weak and we have to bring in reinforcements to blitz an area. For blitzes you need pamphlets to leave behind.

**Street door-to-door work** – where each volunteer is given one street to look after and the same person goes door-to-door until all voters are covered. The volunteer identifies the undecided voters and if they cannot win them over, the list is given to the VD team leaders and candidates for follow up visits. Door-to-door work is best used in areas where there are many weak or undecided voters who need proper follow-up work.

Use candidates and councillors when branches do door-to-door work. High profile leaders or candidates should be used very strategically and you should always let the media know. Candidates also help to motivate our own volunteers if they participate in door-to-door work. When candidates do door-to-door work they must introduce themselves to the voters as ANC candidates for that council or ward.

## **Training and deploying door-to-door teams**

Try to set up a door-to-door team for every voting district, with a coordinator or team leader who keeps the records and the voters roll. The team can split the area into streets and each one can take a few streets to look after, or they can work as a team and target one street at a time.

The same team can be used for each phase of the campaign. The work they will do changes in each phase:

**Phase 1:** ID campaign – stress access to social grants and ANC achievements; Voter registration and identify and respond to local problems and issues.

**Phase 2:** Popularise candidates and the manifesto, distribute pamphlets

**Phase 3:** Mobilise for Election Day, and get voters to the voting station.

It is important to train and brief door-to-door volunteers properly. They may be the only ANC members that a voter ever has a chance to talk to. Run workshops to prepare door-to-door volunteers.

**Make sure the workshop helps them to understand:**

- **How to behave with voters.**  
Discuss do's and don'ts of conduct with voters. Make sure volunteers act respectfully and do not embarrass the ANC.
- **What are the most important problems in the area and the most important government achievements.**  
Go through the key problems that affect people and make sure volunteers understand what the ANC government has done or plans to do about them.
- **ANC policies on key issues.**  
All volunteers should know the basics of ANC policies on issues free basic services, housing, economic development, jobs, crime and corruption, education, health, HIV/AIDS and land. Identify other policy areas that are important in your area and cover them as well.
- **The ANC election message.**  
Once the manifesto is launched, explain the key parts of the message to all volunteers.
- **How to use the record-keeping system.**  
Teach volunteers how to use the record keeping system you decide on.
- **How voters can get IDs and register.**  
Make sure all volunteers know how and where to apply for IDs and how to register as voters.

**Remember:** A badly behaved or misinformed ANC volunteer can put voters off supporting the ANC.

Use role plays where people act out the roles of voters and ANC volunteers for training volunteers and always send inexperienced people out to first work with more experienced people.

Hold regular meetings after door-to-door work for volunteers to discuss voter concerns and questions. Discuss the best way of answering difficult questions that come up. Try to deploy people to the same area each time so that they get to know the voters and can make proper follow-up on any questions voters have. Use these meetings to identify voters who need follow-up visits from candidates.

## Door-to-door work records

Remember that we need to keep records of our door-to-door work so that we can analyse and use the results. There are two different types of records we should keep for different areas – contested areas and strong ANC areas

### Contested areas

Branch Election Teams must decide what is the best way of keeping records for door-to-door work in areas where voters are potential ANC voters or undecided. Here we need to have a clear record of individual households and the undecided voters who live there so that we can send leaders and candidates to work on persuading them. Also identify ANC voters so we can mobilize them on Election Day.

It is best to use Street Sheets or House Sheets to keep records for door-to-door work. Make your own cards or forms and keep them in shoe boxes that are sorted according to streets or blocks in your area. Here is an example of a house sheet in a contested area. Write each voter's name and then make ticks in the columns next to their name:

<b>HOUSE SHEET</b>						
Street _____ House number _____ Phone number _____						
<i>Voters Name</i>	<i>Strong ANC</i>	<i>Weak ANC</i>	<i>Undecided</i>	<i>Against</i>	<i>Registered</i>	<i>Comments</i>
1.						
2.						
3.						
4.						
5.						
6.						
	<i>First Visit</i>	<i>Second Visit</i>	<i>Third Visit</i>	<i>Fourth Visit</i>		
<i>Canvassers Name</i>						
<i>Date of visit</i>						
<i>Follow-up needed</i>						

### Strong ANC areas

In strong areas where almost everyone supports the ANC, we should split the area into blocks or streets and fill in a form for each street or block. These forms should capture whether voters have IDs and are registered, need transport, or have concerns we should send someone to discuss with them. Check voter registration by asking voters if they previously registered and voted in the VD where they live. If they are not sure, check their ID and see if they have a sticker for the right VD.

[illegible]

## Guide for briefing door-to-door volunteers

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candidates and policies through the distribution of pamphlets and posters, and drawing people to general meetings is very important for creating a general mood of support. At the end of the day, however, it is face-to-face communication that will win us votes.

**The main aims of canvassing are to:**

- Identify supporters and their concerns
- Make sure supporters know how to vote
- Make sure supporters will be voting on the Election Day
- Identify undecided voters and their concerns
- Convince undecided voters to vote for the ANC.

**Steps for canvassing**

When you are conducting your canvassing activities, follow these steps:

**1. Introduction:**

Greet the person and introduce yourself. Explain that you are from the ANC and you are speaking to people to discuss the local elections. Tell them that you can try to answer any questions they have about the ANC or the election. Try to build their enthusiasm for elections.

**2. Move on if resistance:**

If the person is anti-ANC or becomes rude and aggressive, move on to the next person or house. Do not waste time or our material on the opposition. Mark the person as 'against' on your street sheet. If they are more open, move to the next step.

**3. Talk:**

If the person is willing to talk, be very friendly. Talk to them about the achievements and plans of the ANC government. Ask them if they are registered. Explain to them how the vote will work and show them the ANC symbol that will appear on the ballot paper.

**4. Get details:**

When the time is right, ask the person if they will consider voting for the ANC on Election Day. This is so you can fill in on your Street Sheet what kind of voter they are.

Be careful how you ask this question. Sometimes you can use your own common sense to decide whether the person is "for", "against" or "undecided" about supporting the ANC. Or you can ask "Can we count on your support on Election Day?" Only mark people as "against" if they are strongly opposed to the ANC. If they are only slightly against, mark them as "undecided" and try hard to convince them.

Then try to get answers to the following:

- Find out if the voter has registered. Mark the answer on your sheet

- Tell them where they can vote. Ask them if they will be able to get to the voting station. If not, say that you could arrange transport. If they need transport, mark this on your sheet and arrange a time with them.
- Write the date of your visit on your house or street sheet.
- Write down any questions you could not answer or requests the person has.
- If the person is a clear ANC supporter, ask him or her if he or she would like to volunteer to do the election campaign work. If the person does, note this down in the follow-up column and how to contact him or her.

Tell the person about public, factory, hostel or house meetings about the ANC election campaign. If they want to attend, also note this down in the follow-up column and write down their contact number.

### **File a report**

When your Street Sheet is full, give a copy to your VD or election coordinator. Keep a copy for yourself so that you can do the necessary follow-ups. When you have done the follow-ups, put the new information on the same sheet and give a copy to your coordinator again.

You should keep all your forms in one file or box. This will make it easier for you to find the forms when you are ready to do follow-ups. File it in alphabetical order in terms of street names.

Canvassers who cannot read or write must be briefed about the process. After speaking to a few voters, they must give information to the coordinator. The coordinator must then fill in the Street Sheet for them.

## **HOW TO BE A GOOD CANVASSER**

### **1. PREPARE**

- Know ANC policies. You must be prepared to answer any questions about the ANC and government policies.
- Know the area you have chosen to canvass in. You should find out the issues of that area before you go there.

### **DO THE FOLLOWING:**

- Choose a good time to speak to people. Do not visit at times when people are busy.
- Be on time when you arrange to visit at a specific time. Allow enough time for your canvassing. Do not rush your visits.
- Remember that half of the voters are women. Find ways to make sure you reach women workers.

- Be friendly and polite. Introduce yourself and show respect.
- Be sensitive to customs. Respect age and traditions.
- Speak to people in their own language and use simple words.
- Listen carefully, be open and allow criticism. Try to answer their questions patiently.
- Be tolerant of other political parties or other political views.
- Stay calm even if you are provoked.
- Be honest – claim no false victories and tell no lies.

#### **DO NOT DO THE FOLLOWING:**

- Get involved in angry arguments with people who have strong anti-ANC views.
- Use bad language, get angry, lose your temper or use violence.
- Use force or threats to get money or support. People will not vote for the ANC if they are scared of you.
- Intimidate or injure people from other parties or who have other views.
- Remove other parties' posters or disrupt their meetings.
- Drink beforehand. The smell of drink makes a bad impression.
- Smoke or chew. This also makes a bad impression. Accept food or non- alcoholic drinks if people offer this to you.

#### **FOLLOW-UP**

Use your House or Street Sheet to record any questions, problems or requests people may have so you can follow up or get someone else to do so. Try to help people where you can tell them where they can go for help.

- If there is a serious problem that the council or government can and should address
- If you cannot answer a question.
- If people need more information.
- If people have problems or requests.
- If they want to attend a house or public meeting
- If someone wants to help in the election campaign.
- If someone wants to join the ANC.

If someone wants to join the ANC or wants to help in the election campaign, go back and sign them up.

## **2. Loud-hailing**

Loud-hailing can be very effective if it is done properly. It is best used in strong areas to inform people about things like mobile units for IDs, voter registration days, and Election Day. Either use a hand-held loud-hailer or one mounted on top of a car. It is not a good idea to use this method in the suburbs!

The person using the hailer should be trained and clear about what to say. Some people like to behave like pop stars or clowns when they have a loud-hailer and they can waste our resources and irritate voters. Here are some tips:

- Speak slowly and clearly
- Write a script for what must be said and stick to it
- Drive slowly and responsibly, don't use flashy cars
- Don't cause traffic jams that irritate other drivers
- Put ANC posters, flags or banners on the car
- Do not hang out of windows or sit on car roofs – this is illegal
- Never shout as your voice will be distorted and you will not be heard
- Do not make comments at passers-by – especially not at women.

## **3. Outreach to different sectors**

Most people will not attend formal political meetings and we must find ways of getting our message to where the voters are, if we want to build enthusiasm around the elections. The easiest way to reach lots of people at the same time without spending any money, is to work with organisations and institutions in your area. Good examples are schools, churches, factories and community and welfare organisations.

We should try to make contact with all important sectors and institutions in our area and ask if we can come and speak to voters in their normal organisational meetings. Ask for a 30-60 minute slot and make sure you send a good speaker who can explain the ANC manifesto, explain the voting process and answer questions from voters. In some cases you will not be allowed to talk about party politics (for example in schools), but may be able to still deal with IDs and voter registration or education. Remember that we should not disrupt teaching time at schools and should ask for slots during break or after school.

Here are a few ideas that worked well in previous elections:

- Approach religious leaders, ask them to speak about the importance of elections in their sermons and to distribute pamphlets with information about IDs and registration at their services, or to allow an ANC speaker to speak.
- Ask high school principals or organisations if you can run a mock election for everyone over 16. Or ask them to invite an ANC speaker to talk about our manifesto.

- Ask principals whether they will allow a mobile ID unit to visit their school.
- Distribute pamphlets and hold political debates at schools – work with student or teachers' organisations. Distribute pamphlets through learners.
- Address workers at short lunchtime meetings about the importance of registering and voting and use shop stewards to distribute pamphlets.
- Get business people to put up posters in shops.
- Get local sport and cultural figures to wear ANC T-shirts in public.
- Ask staff at clinics, pay points and police stations to remind people about getting IDs and registering. Give them information if they need it.
- Ask stokvels and burial societies to distribute pamphlets to their members.
- Ask taxi drivers to play ANC tapes.

*Use the sheet on the next page to list sectors and their contact people in your area*

### **Opinion-makers**

Individuals who are very influential in your ward should be targeted. They influence other people and what they say and do can either work for or against the ANC.

- Try to recruit them into the campaign – invite them to meet leadership and personally go and visit them.
- Ask them to host small meetings or house meetings.
- Use them to appear on platforms in public meetings.

## SECTORAL OUTREACH SHEET

Sector	Organisation/Name	Key issues	Contact person and phone number
<i>Political</i>			
<i>Religious</i>			
<i>Schools</i>			
<i>Health / Welfare</i>			
<i>Housing</i>			
<i>Business</i>			
<i>Sport</i>			
<i>Cultural</i>			
<i>Stokvels</i>			
<i>Other</i>			

## 4. Public Meetings

In this section we look briefly at:

- Report-back meetings.
- Forums/ Izimbizo.
- House meetings.
- Fundraising events.

There are many different types of public meetings you can organise. It is important to think about your target group and the funds available before you decide what type to use. The most expensive type is a rally, where you need lots of people, transport, a stage and an expensive sound system. Rallies are best for motivating strong ANC supporters – they are not very useful for informing or reporting to people, listening to your community or winning over new support.

If you want to organise a large event like a rally, get approval and support from the province. The checklist below applies to all public meetings:

### CHECKLIST FOR ALL EVENTS

	Who will do it?	By when?
Decide target group		
Decide event and budget		
Plan programme		
Get venue		
Confirm speakers		
Brief speakers		
Publicise event		
Organise transport		
Organise sound		
Organise security		
Organise catering		
Organise decorations		
Organise ANC table		
Pay all accounts		

## Report-back meetings

All voters should be invited to regular report-back meetings with the ward councillor. These meetings should also be a place where people can raise problems and concerns. Take note of all important issues that come up and find a way to report back to the people who raised them. MPs and MPLs should also be involved in report back meetings. Where the ANC does not control a ward, PR councilors can be used to report back.

## People's Forums or Izimbizo

A People's Forum or Imbizo is a method the ANC developed as part of our “Listening campaign”. We first used people’s forums in the 1994 elections and Izimbizo are now a part of our ongoing work in government. They are very effective for people who do not want to come to rallies and listen to long speeches. We should use them even for our strong ANC supporters because they give supporters a chance to talk to the ANC and to see that our MPs, MPLs and councillors are listening to their concerns.

It is best to target a specific group or issue with a People's Forum or Imbizo – for example, the elderly and pension problems, teachers and education policy. Izimbizo can be organised by branches, local councillors and regional or provincial structures.

### How to run a People's Forum or Imbizo

1. Target a specific community, village, block, or group – like nurses or pensioners.
2. Get a local leader, candidate, councillor or MP / MPL to be there.
3. Advertise the forum with posters and announcements.
4. Brief the speaker about the area and the concerns of the people.
5. Start on time and introduce the people on the platform.
6. Explain how the forum will work but do not make long speeches.
7. The speaker can speak for 10 minutes on ANC achievements, progress and challenges on issues of concern to the target group.
8. Ask people to ask questions or to talk about their problems and suggestions. Let the people speak and ask them to be brief. Leaders should be seen to listen and make notes.
9. After every ten speakers, let the leaders reply briefly.
10. At the end, the chair could summarise the main points and also say how some of the issues will be addressed and, if needed, when a follow-up meeting will be held.

## House, block or village meetings

Small meetings are best where we want to talk to 10-30 people in an informal setting. In a house, block or village meetings it is easier for them to ask questions and discuss their fears with our candidates or leaders. Branches should organise small meetings in one of two ways:

1. Invite a specific target group of voters – e.g. teachers, women or youth, to attend a meeting at the home of a person they know and trust.

2. Invite all people who have been identified as weak or undecided voters in a specific area – a street, hostel or village, to the home of someone or a small venue in the area.

Where possible we should use MPs and MPLs, candidates or known ANC leaders as the main speakers at house meetings. Get help from the LET or Regional office to organise a speaker.

#### **How to prepare for a small meeting**

11. Find out beforehand who the target group is, what issues concern them and what local problems they experience. Use the request and booking forms.
12. Confirm that the speaker is available. Re-confirm the day before the event. Make sure another local leader or councillor is there as back-up.
13. Brief the speaker on the issues in the area and provide a map and a phone number of the organizer
14. Speeches should be kept very short – the main aim is to have a discussion.
15. Allow lots of time for questions and ask people for their suggested solutions to problems.

## **5. Meet the People Events**

Candidates and representatives in government can be used very effectively to meet and influence individual voters. It is important that people see our candidates among them and get to know them. "Meet the People Events" can also get us good publicity if they are interesting enough for the media to cover.

### **Publicity tables**

When branches set up publicity or information tables at places like shopping centres or taxi ranks, candidates, MPs, MPLs and councillors should be there to meet the voters. They should talk to as many voters as possible and must be careful not to get involved in hour-long debates with a single ANC opponent. They should introduce themselves as ANC candidates or representatives.

### **Walkabouts**

High profile candidates can be used to walk around very busy public places to hand out ANC pamphlets and talk to voters. Always inform the media and try to get at least a picture in the papers.

Candidates should be used to meet voters at places like factory gates and stations where thousands of people pass during the rush hour. They should hand out pamphlets and talk to as many voters as possible.

### **Popular events and community events**

Sports and cultural events attract a lot of people, as well as the press. Candidates, especially ward candidates, should attend things like soccer matches and concerts and use the chance to speak to voters. Set up an ANC publicity table as well. The press may take a

picture or mention that a famous candidate attended the event. This is free publicity and helps to popularise our candidates.

Candidates and ANC local leaders must attend community events that are important to local people. This can range from funerals and weddings to the opening of a new shopping centre or a school concert.

### **Taking up Issues that are important to communities**

It is important for people to know their ward candidates and to see them participating in community affairs. There are many issues that are important to local communities and ward candidates should be at the forefront of local campaigns and action aimed at building better communities.

Candidates should support local organizations that do community work and should attend their meetings when possible.

Examples of community work are:

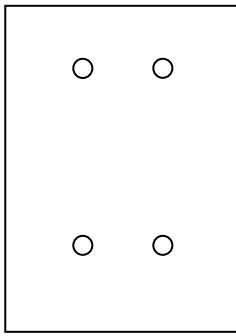
- Taking part in local marches against crime
- Working on clean-up campaigns
- Volunteering to help the elderly or as a police reservist
- Helping to organise sports days or youth talent competitions
- Running workshops on people's rights and access to services – for example for domestic workers or farm workers.
- Painting classrooms at a school.

## **6. Media distribution**

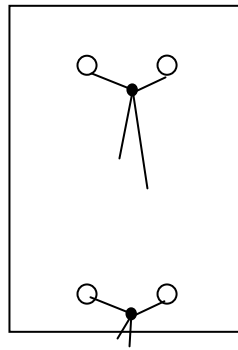
A number of national posters and pamphlets will be sent to your branch for use in the election campaign. Stay in touch with your regional office and make sure you are getting your allocation.

### **Tips for putting up posters**

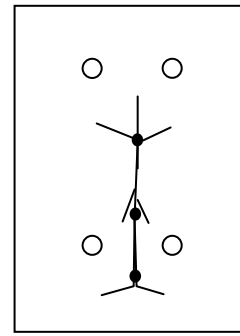
- Get permission to put up posters from the local municipality.
- Use a small and reliable team of volunteers to put up and maintain posters.
- Pick the best spots – where there is a lot of traffic or many people walking past.
- Put a few posters in a row - they are more striking than one every 100 metres.
- Use ladders and put the posters high so no-one can easily tear them down.
- Tie them properly (see picture below) and use rough string or plastic ties so they do not start sagging when it rains.
- Take posters down and store the backing board for re-use.



Paste the poster on a board and then make holes at the top and the bottom



Tie around pole, tightly with a double knot or use cable ties and pull tight



Tie the hanging ends of the top and bottom string together

### Tips for distributing pamphlets

- Use door-to-door volunteers if you have a block or street system where specific people are responsible for an area and drop a pamphlet at every household – this is the best way to get to all voters.
- Use sectoral organisations to give pamphlets to their members – churches, unions, schools, etc.
- Ask staff in shops, clinics and other public venues to hand out pamphlets
- Hand out at busy places like taxi ranks – but be careful, you can waste a lot of money by dishing pamphlets to people who throw them away.

### Own media

If you want to produce your own posters or pamphlets you will have to fundraise for them. You must also clear all posters and pamphlets with the ANC provincial media coordinator to make sure that everything in your media is legal and does not contradict what the ANC is saying elsewhere. Get help from the ANC provincial office with lay-out and printing if you need it.

#### Remember:

- All election campaign media must have the name and address of the individual party official responsible printed at the bottom as well as the name of the printer
- Get permission from your local municipality for putting up posters.

## 7. Fundraising

An important part of our campaign is fundraising – both to make money for the campaign and to win supporters for the ANC. This section deals with some ideas for fundraising and systems for planning.

### Fundraising ideas

Some branches are able to raise a lot of funds and others come from very poor areas. Different areas need different approaches to fundraising. Within the same zone or region, fundraising can also be used to subsidise poorer areas. Here are some ideas – use the ones that will work in your area:

**Donations in kind:** The campaign will need many resources, airtime, sms and data bundles, food for volunteers, petrol for taxis, stationery, office space, etc. Try to get many of these things donated from supporters, traders and business people in the area.

**Selling things:** Sell second hand clothing, food or cakes that you get donated by branch members or collect from other areas. Set up a table on a Saturday morning outside a shop or at a terminus, or organise a fete with many stalls and activities.

**Regular income:** Debit orders are the best way to get a regular income for your campaign – ask supporters to sign a debit order with their bank to give your campaign fund R10–R100 a month. Make debit order forms available at all events and set up a team to target specific individuals in your area.

**Competitions and raffles:** Competitions with prizes are a good way of raising money, but unless you get the prizes donated, you can also lose money by not selling enough tickets to cover your costs.

**Contests:** Talent, cultural and sport contests are good fundraising events because they also offer entertainment to the community and give you a chance to talk to voters.

**Discos/parties:** In communities without many entertainment facilities, regular discos can make a lot of money. Tickets should be cheap so that many people come. Make extra money from selling food and drinks.

**Dinners:** If you have the resources, you can organise expensive dinners, banquets or cocktail parties for business people who want to meet our leaders.

## **Planning your fundraising**

Raise fundraising as an issue with your LET and RET – it may be possible to have a regional strategy that can bring in more money for branches in the area. For example a big raffle or banquet can be better organised at regional level.

The BET should make fundraising a priority. Look at your campaign budget and set clear targets for how much money has to be raised by when. In every branch there are people who have a talent for fundraising – if they are not on the BEC, make sure you identify them and get them into the fundraising task team. Also recruit supporters to help with fundraising – they do not have to be active members.

It is very important that funds we raise in the name of the ANC are properly accounted for and that we keep clear records of donations and expenses. The BEC treasurer should be part of any fundraising activities to make sure there is proper financial control .

Remember to always thank donors and to keep in touch with them, especially big donors.

On the next two pages there are forms to help you plan your fundraising:

- The Fundraising Action Plan should be used for your overall fundraising plan.
- The Events Planner should be used for a specific event.
- The Friends for Funds record card should be used to keep a record of everyone who gives us money or donations of materials.

We suggest that your Fundraising Task Team records your Action Plan for each three-month period like the one on the next page, and updates the plan every month.

### **FUNDRAISING ACTION PLAN**

Branch: \_\_\_\_\_ Period : \_\_\_\_\_ to \_\_\_\_\_

DATE	EVENT	VENUE	PEOPLE RESPONSIBLE

## EVENT PLANNER

Event: \_\_\_\_\_

Date : \_\_\_\_\_

Fundraising target: \_\_\_\_\_

Cost: \_\_\_\_\_

Coordinator: \_\_\_\_\_

TASK	WHO WILL DO IT?	TO BE COMPLETED BY
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		

## FRIENDS FOR FUNDS

NAME	AMOUNT OR DONATION IN KIND	DATE	CONTACT NUMBER

## **8. Voter Education Methods**

The majority of voters have experience of voting and do not really need further voter education. Voter education programmes should target first-time voters.

This section covers four different ways of doing voter education:

1. Information meetings.
2. Door-to-door work.
3. Mock elections.
4. Voter education workshops.

### **Information meetings**

An information meeting is a very quick way of telling voters the most important things they need to know to go and vote. The meetings should be between 30 minutes and one hour long and they should be used in schools, churches or other community events. Make sure you cover the following in the meeting:

1. The importance of voting – a brief discussion.
2. Where voting stations will be in this area and how the voters' roll works.
3. The voting process.
4. Why people should vote for the ANC.
5. Questions.

### **Door-to-door work**

A very effective way of doing voter education is during door-to-door work where you visit voters at home and ask them directly if they need any information or have any questions about the elections.

When you do door-to-door work you will only have a few minutes to explain the importance of voting and the voting process. Make sure you know your facts so that you can use your time well.

When you speak to voters, make sure you cover at least the following facts:

"Your local council is responsible for basic services like water, electricity, rubbish removal, parks and roads. Your ward councillor is your representative on the council. The local election is your chance to have a say in what happens in your community. Local elections are just as important as national ones. The ANC is working hard to deliver better services and build safer communities. We want to make sure our councillors are in touch with the community and understand the needs of the people.

“You must be registered to vote at the voting station in your area. On Election Day you must go to your voting station where you registered as a voter. Make sure that you are on the voters’ roll when you get there so that you do not stand in the wrong queue at the wrong voting station.

- Once you get to the voting station you will have to show your Identity Document and an official will scan the bar-code. Inside the voting station an official will look at your identity document and then cross your name off the voters’ roll.
- They will then check your hands to see if you have voted before and if your hands are unmarked they will mark your hand with a special ink to make sure that you cannot vote again under a different name or ID.
- You will then be given three ballot papers (two in metro areas) – one to vote for a party to control the council and one to vote for a person to represent your ward, the third paper is for a party to control the district council. On each of the papers you will see the ANC symbol next to the name of the ANC and next to the name of our ward candidate. Take the ballot papers into the voting booth. You must make a cross in the box next to the name and the symbol of the political party that you support. No-one can see who you are voting for.
- If you cannot read or write look for the symbol of the party you support and make your cross next to that. You can also ask an official to help if you need assistance. If you are disabled you can bring someone to vote for you or ask for help from an official.
- When you finish voting fold the paper in half and go to the ballot boxes where you must put the papers in the correct ballot boxes.
- No-one will know who you voted for and there is no way that anyone can find out afterwards which ballot paper belongs to which person as your name and identity number does not appear on the ballot paper. Your vote is your secret.”

## **Mock elections**

Mock elections were used very effectively in 1994 for voter education and to create a public excitement around the elections. You can set up a mock election in any public place like a bus terminus, shopping centre or outside a sports event. Target first time voters for mock elections. You can also use mock elections as part of voter education workshops or after information and campaign meetings so that people who would like to try voting, have a chance to do it.

### **For a mock election you will need the following:**

- Space for a voting station.
- A cardboard box cut into the shape of a booth that can go onto the top of a table and two cardboard boxes that can be used as ballot boxes (just seal the top of the box and cut a slit into the side of the box – turn it on its side so the slit is on top).
- A voters’ roll with the names and ID numbers of at least ten of the participants.

- Samples of the local council, district council and ward ballot papers, or in a metro area samples of the metro council and ward ballots.
- For each voting station you will need volunteers to act as: presiding officer, ID checker, a voters' roll checker, a hand marker and checker, a ballot issuer, a security officer, an interpreter, a few party agents from different parties. You can also make signs for these voting officials so that everyone can see who's who.
- Pens and some sticky tape.

Copy the voting station set-up that you need from the picture on the next page.

### **Run the voting process in this way:**

Presiding officer declares the voting station open.

Voters queue with their IDs and voting follows these steps:

1. ID checker scans ID to see if voter is at right VD (this happens in queue)
2. Voters roll checker looks at the ID and crosses the name off the roll.
3. Hand checker checks the hand for special ink
4. If the hand is unmarked, an official marks the voter's thumb nail.
5. Ballot issuer issues a local council, ward and district ballot (in metro areas only a metro and ward ballot) to the voter
6. Ballot issuer puts the special stamp for that voting station on the back of the ballot papers (use a pen or koki to do this).
7. Voter goes to vote or gets assistance to vote if needed.
8. Voter puts the ballot papers into the box and leaves the voting station.

Let a few voters vote in this way. Then declare the voting station closed. And seal the ballot boxes.

### **Counting can be done in this way:**

1. Boxes must be taken to the counting tables and their seals checked before opening them. No pens or pencils are allowed on the table.
2. Box is then opened and the ballots put on the table. Agents may not touch ballots.
3. The different ballots (PR and ward for local or metro, and PR for district) must be separated and counted by separate teams of counters to see how many ballots were cast.
4. The ballot papers should then be opened and placed face down on the table and checked to see if they all have the official stamp from that voting station on the back. Ballot papers without the stamp are placed aside and not counted.
5. Each pile of ballot papers must then be counted and the total of each type of ballot paper found in the box must be written on the form

6. Then each paper must be examined to see who the voter voted for. If it is clear it must be placed in the tray with the party's name on it, or ward candidates names in the case of ward ballots. If it is not clear, keep it aside in a pile of questionable ballots for checking later.
7. When all the ballots are sorted go through the pile of questionable ballots one by one to decide if any of them should be spoilt votes because you cannot see who the voter chose (spoilt papers have no mark, two or more marks or it is unclear next to which party or candidate the mark falls. Any kind of mark is acceptable).
8. The presiding officer must decide if a ballot is spoilt and party agents may disagree with a decision made by the presiding officer and can file an objection on a special form.
9. The piles for each party or candidate are then counted and put in bundles of ten ballots. At the end all the bundles of ten for that party or candidate must be added up to decide what number of votes they got. The result must be written on the result slip.
10. The total of all the votes for all parties or ward candidates [from the different ballot boxes used in that voting station] must then be added up to check that it is not more than the number of ballot papers that were issued. The result would then be written on the voting station result slip.
11. As soon as all party agents agree to sign the two copies of the result slip, the result is announced at the voting station. The materials and ballot papers are taken back to the MEO's office. The result slips should be sealed in a transparent plastic envelopes – to tamper with it the seal will have to be broken. One copy will be displayed at the voting station and the other taken to the MEO office. It will be entered into the national computer by an auditor and by the MEO. The result slips are also faxed to the provincial IEC office.

## **Voter education workshop**

Workshops should be used for voter education when you have an hour or more to spend with an audience. It is best used in formal settings where people have come together, for example: schools, meetings in the community or well advertised workshops to which the public has been invited in a specific area. Here is a simple workshop outline that can be used to do voter education in your community.

### **Workshop outline**

*Set up the voting station beforehand – use the picture on the next page*

#### **1. Introduction and welcome – 5 minutes**

Introduce yourself and welcome the participants. Explain the purpose of the workshop and the programme.

#### **2. Discussion on why the elections are important – 15 minutes**

Ask participants to discuss for few minutes with the two people next to them “why local elections are important and why people should vote”.

**3. Input on voting process and the voters' roll – 10 minutes**

Use page of this manual to explain how voting will work.

**4. Mock election demonstration – 20 minutes**

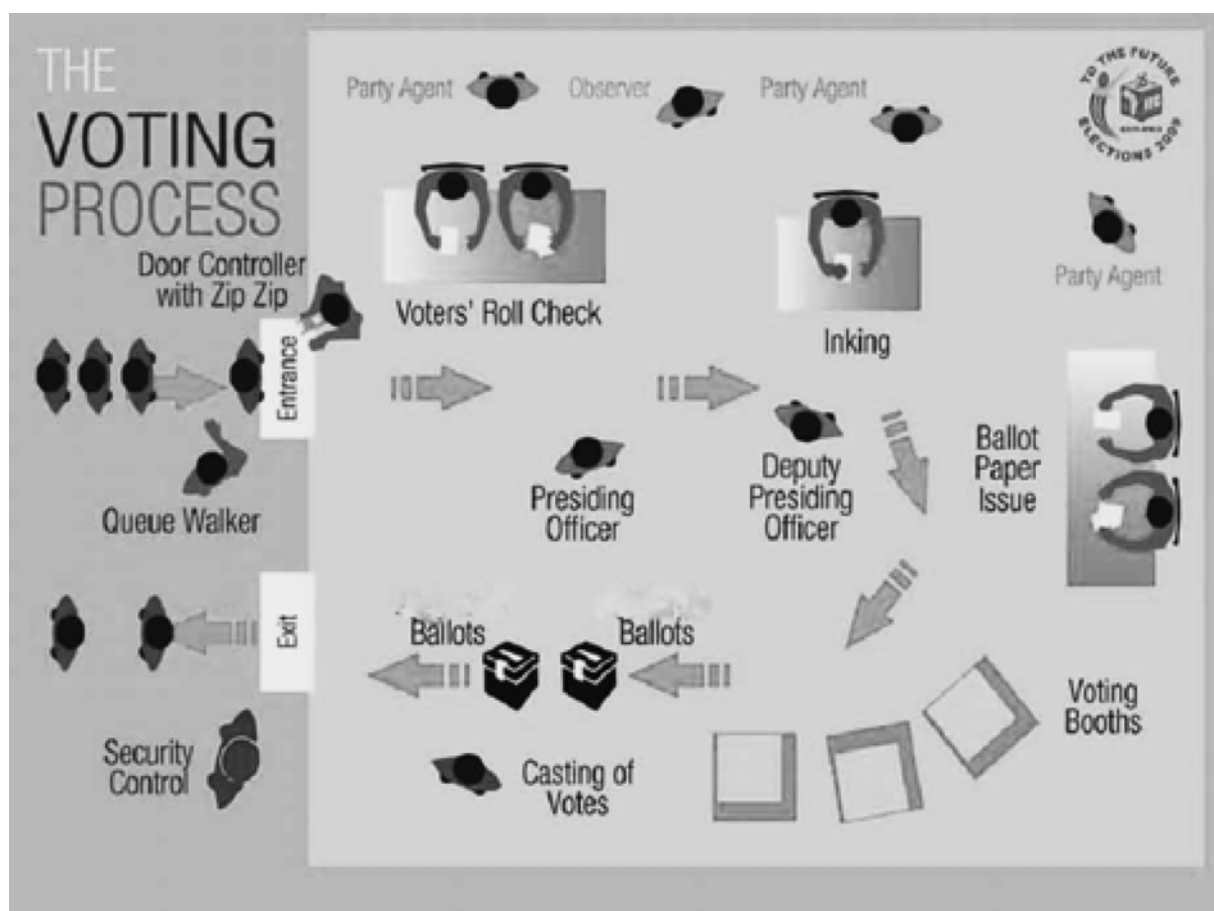
Run a mock election and use the instructions on page .

**5. Questions and problems – 15 minutes**

If you are not sure of the answer check if it is in Appendix A of this manual.

**6. Why vote for the ANC - 15 minutes**

Do a short input on why people should vote for the ANC. Answer a few questions.



## CHAPTER 6:

# ID campaign

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### **Your Future Is In Your Hands. Get An ID Now.**

For these elections to be a success, work must begin now to ensure that all voters have identity documents or cards (IDs) and are registered to vote. People also need ID books or cards to get social grants and other government benefits, to apply for jobs, to open bank accounts, to get married, get a driver's licence, and to apply for loans.

While this ID campaign must prepare people for next year's elections, it should also empower them to make use of government benefits and other services.

### **Objectives of our ID campaign**

- Encourage every adult South African to get an ID.
- Ensure every voter has registered to vote, and that their details are correct on the voters roll.
- Ensure that everyone who is eligible for a social grant can access them.
- Make direct contact with voters.
- Build and strengthen our elections structures.
- Listen to the concerns of our people and identify issues which need to be addressed.
- Raise awareness of voter registration and elections.

### **Messages**

The key messages of this campaign are:

- By getting an ID South Africans can better take their future into their own hands – since an ID is essential to access a range of government benefits and services. An ID is also important for writing matric, getting a job, opening accounts, borrowing money, being registered as an employee, and entering into contracts.
- By voting in the 2016 election, South Africans are taking responsibility for their own future – choosing their local councillors and determining the direction their municipality should take.

There are a few key things that every ANC campaign worker has to be able to communicate to voters. Here is an example of the kind of conversation campaign workers should have with voters:

“I am from the ANC and would like to help you apply for an ID document. Local elections are coming and you need an ID to vote and to register as a voter. There are many different services that you can get access to if you have an ID. They are things like housing subsidies, drivers' licenses, social services and grants, opening bank

accounts, registering your marriage, applying to study and applying for jobs. You can apply at the Home Affairs office (tell them closest one).

“You will need your birth certificate to apply for an ID for the first time. If your birth was not registered you will need proof that you were born in South Africa - like an affidavit from a preacher, employer, traditional leader or school principal who swears that you were born in South Africa. If you lost your ID, you can just go there and they will take your fingerprints and photo and then issue a new smart card ID”

### **Key Target Groups**

- Learners and students, especially first time voters.
- Youth who are no longer in school in rural and urban areas.
- Mine workers with South African citizenship.
- Farm workers.
- Domestic workers.
- Disabled people who have difficulty getting access to Home Affairs.

### **How To Get An ID**

Applications for IDs can be made at any regional or district office of the Department of Home Affairs. But because many people can't afford to travel to these offices, the ANC must work with Home Affairs to organise that mobile units come to communities.

Many people who apply for IDs do not collect them when they are ready. To overcome this problem, places like schools should be used for mobile unit visits. Learners can tell their family members to come and apply, and the IDs can be returned to the school when they are ready for easier distribution.

All South African citizens of 16 years and older, and all permanent residents, can be issued with an ID. To apply, a person needs their birth certificate and 2 colour ID photos. First time application is free and re-issue if you lost your ID is R140.

If a person doesn't have a birth certificate then they need to prove they were born in South Africa. Their parent, senior relative or someone else who has known them since birth should complete an affidavit providing the details of their birth. Other documents they could take are a valid baptismal certificate, first school letter, clinic card or a house permit.

Smart cards are replacing IDs and 70 offices all over the country are ready to issue these. ID books are still being issued in the other offices.

## Tasks For Different Structures

### BRANCH TASKS

- Branches must set up a branch elections team and elect a coordinator as a matter of urgency.
- Develop a strategy and plan to target first time voters or voters without IDs
- Set up a help desk for ID applications in local ANC offices and/or parliamentary constituency offices.
- Coordinate with Home Affairs about the programme and location of mobile units.
- Assist people without birth certificates to organise affidavits.
- Recruit volunteers to carry forward the ID and election campaigns.
- Train all volunteers.
- Plan door-to-door voter contact and organise street sheets
- Distribute campaign media.

### REGIONAL and LET TASKS

- Meet with regional Home Affairs directors to ensure that logistical arrangements are in place for ID applications and distribution, and mobile units are sent to target areas.
- Assist people without birth certificates to organise affidavits.
- Organise a meeting of Alliance and MDM partners for a briefing on the ID campaign.
- Meet with Parliamentary Constituency Offices, MPs and MPLs to coordinate programmes around access to grants, ID applications and distribution.

## Chapter 7

# Voter Registration Campaign

Voters have to be registered in the voting district (VD) where they live. A VD is the area around one voting station and has between 400 and 4 000 voters. Every ward is broken into a number of VDs. All voters whose names appear on the voters roll for that VD are registered to vote at the voting station in that area. Most people are already registered, but many have moved since the last election and are not registered in the VD where they live.

If a voter has a sticker in their ID book with a VD number from another area, they are registered to vote, but not in the right VD where they live. They either have to go and vote in the VD where they are registered, or change their registration to the right VD. Voters with smart cards who are registered get a separate receipt/sticker and must keep it somewhere safe.

To change your registration you must go to the voting station on the public registration weekends, or visit the office of the MEO at the municipality.

To register you fill in a form with your name and address, your ID is scanned by a zip-zip machine and your name is automatically entered onto the voters roll for the VD. (See Appendix A for more details about registration.)

There will also be public registration weekends where all voting stations will be open for voter registration. The first one will probably be in November 2010.

The ANC voter registration campaign forms part of the first phase of our election campaign. Our main focus should be on the public registration weekends since all voters would have easy access to registration on those days.

## Message

The main message that all our volunteers have to understand and communicate to voters is the following:

*"We have now enjoyed 21 years of freedom in South Africa and have laid the foundation to deal with the poverty that we inherited from apartheid. The government has achieved many things and is still working hard to build a better life for all. We have already built over 3m houses, brought electricity and water to millions of households, and extended free health care and nutrition to millions of children. Our workers are protected by new laws and we all have equal rights. We have a democracy and a constitution that is an example to the whole world. Local government is responsible for services like rubbish removal, water, streets and facilities in our communities. Our councillors are meant to be your voice in local government. Register so that you can vote for a local government to address your needs."*

## **Key tasks**

### **Preparation**

- Get a copy of the 2014 voters roll and use it to check whether voters are registered.
- Set up door-to-door registration teams in each voting district, train them and give them street sheets and a copy of the voters roll for that VD.
- Give volunteers a map of the ward with all the VD numbers and borders and marked voting stations.

### **Educate and organise voters to register:**

- Do voter outreach work to build enthusiasm for the elections.
- Use volunteers to visit voters, mobilise people to get to registration stations on the weekends they are open for registration, deploy an ANC agent to each station to monitor progress and make complaints about irregularities.
- Educate, inform and organise all our supporters to register through door-to-door visits.

### **Monitor the work of the Electoral Agent and Registration staff**

- Check that ongoing voter registration is happening at the office of the MEO and in areas where voting district boundaries have changed – through our PLC representative.
- Check that door-to-door registration work is planned and carried out by the MEO in voting districts where registration is low or boundaries have changed.
- Ask the MEO staff for weekly reports on how many people have registered in each voting district so that you can intensify your work in areas where registration is low.
- Check arrangements for the public registration weekend
- Deploy members as agents to watch the registration at all voting stations.

### **Through the PLC and our agents we should make sure the following arrangements are properly made:**

- Proper venues with electricity or generators, basic furniture and toilets and water. The same venue will be used for voting so this is the chance to sort out problems.
- Make sure the venues are properly booked and that keys are available on the registration weekend – many stations open late because of simple problems.
- Recruitment, training, deployment, catering and transport of registration staff.
- Distribution of all equipment long before the station has to open.
- Maps of voting districts and surrounding areas should be available at each voting station so people who come to the wrong station can be shown where to go.
- Clear signs that show people where to register in each VD.
- Forms and stationery for registration.
- Zip-zip machines are loaded with the right voters roll and with properly charged batteries and enough stickers

## **Campaign Work**

Door-to-door work and outreach to sectors are covered in Chapter 5. Make sure you use the correct voter record system for your area.

When volunteers visit voters they should do the following:

1. Check whether the person has voted in that VD in 2009 or 2014 – if yes, they are registered.
2. If they voted somewhere else, check their ID and the VD number on the voter registration sticker or receipt – if it is still in the same ward, tell them where they will have to go and vote.
3. If the VD is not in the same ward, advise them to re-register on the registration weekend at the voting station in their VD.
4. If they are not sure whether they are registered and have no sticker in their ID, check the voters roll for their name. If it is not there, ask them to go and register on the registration weekend at the voting station in their VD.

Voter registration campaigns should also be run by NGOs, churches, ward committees, councils, schools and organisations. Try to use the influence of the ANC and its members to motivate others to get involved. Inform moneylenders that it is illegal to confiscate people's IDs and ask them to return them to the voters who need their IDs.

## **Local media**

Local media such as community radio stations and newspapers should be used to spread information about registration and to build enthusiasm among voters. Find out what exists in your area and meet with the journalists and editors to ask for their support and participation in the campaign. Here are some ideas:

1. Get presenters on radio to urge people to register and to publicise the dates and venues for registration.
2. Hold political debates and phone-ins with politicians on radio shows.
3. Target the youth with voter education and information programmes.
4. Ask local newspapers to publish maps of districts and dates of registration.
5. Publish a series of articles that discuss different political parties and their activities in the area.
6. Write letters to the newspaper.

## Chapter 8

# Election Day Machine – Branch Level

The main aim of the ANC in this election is to win a convincing victory. The only way we can achieve this is if 90% of our supporters go out and vote. South Africa is now a normal democracy and we cannot expect the same enthusiasm that voters showed in earlier elections. There is a danger that many ANC voters may not go and vote because of disillusionment, apathy or complacency. For Election Day every BET has to build a machine that can mobilise every ANC voter and get them to the voting station.

This handout will help you to build your Election Day machinery to get all ANC voters to the voting station. It contains:

1. An overview of what branches should do to prepare for Election Day and the key tasks involved,
2. A checklist to plan all tasks just before and on Election Day and
3. Tips for how to do the Election Day tasks and how to build your Election Day machinery.
4. A list of Election Day volunteers needed
5. Copies of receipts you can use

## 1. ELECTION DAY OVERVIEW

In preparation for Election Day there are three main tasks facing the ANC:

1. Prepare for massive mobilisation to get out the vote and get your ops centres, volunteers, records and systems in place.
2. Use the voters roll and set up a table at the voting station to welcome ANC voters and monitor turnout
3. Make sure that the municipal electoral officer (MEO) has prepared properly for the administration and staffing of the election, and train and deploy agents to monitor progress and assist with problems at voting stations

### **On Election Day we need to get every ANC voter to the voting station.**

Our Election Day machine has to be able to identify ANC voters, remind them to vote, help them to get to the voting station if needed and check if they have voted. We have to have people who will knock on every door, transport voters, staff ANC tables at voting stations, feed volunteers, etc. The machinery to get out the vote depends on having records of where most ANC voters are concentrated. In contested areas you need house records so that you can find individual ANC voters. Use street and house sheets/cards for this purpose.

**Every voting station must have an ANC table with a voters' roll so that we can monitor who has voted.**

The LET can provide a copy of the voters roll for each VD. Mark all ANC voters on the roll and write their cell phone numbers as well as addresses. This will help you to make sure all ANC voters vote on Election Day.

**Set up an ANC table at each voting station with volunteers, posters, and the voters roll.**

Mark off voters as they come. By 12 noon you should start chasing those that have not appeared by sending doorknockers to their homes, using loud-hailing in strong ANC areas, or sending an sms if you are able to.

**Monitor the voting at every voting station and deal with complaints and problems.**

A few weeks before elections, we will train and deploy agents with letters from the ANC to monitor voting and counting at every voting station. BETs must recruit 3 per station and 3 extras per voting stream in big voting centers where more than one room will be used.

**IMPORTANT:** use special voting days to test your systems. Very few people vote on those days and we can have smaller teams and need only one agent per voting station.

**Key tasks: prepare and get out the vote**

1. Set up a coordinating team made up of a BET coordinator and door-to-door coordinator, transport coordinator and monitoring coordinator. These people should head smaller task teams before Election Day to see that all tasks are done.
2. Set up your Ops Centre with a phone (use someone's home if no office available) computer and internet, administrator, coordinator and cell phones.
3. Split your ward into VDs, each with a coordinator, and then into blocks or streets with coordinators. They must compile voter records from street or house sheets and get out the vote on Election Day.
4. Street or block coordinators must find all voters who want to apply for a special vote at home or on special vote days at the voting station. You can be visited at home if ill, disabled, infirm or pregnant. You can vote on special vote day at the voting station if any of the above, or if you cannot be in your VD on Election Day – all ANC volunteers should apply and vote on special vote day otherwise they will be in queues on Election Day.
5. On Election Day you will have to visit every house with ANC voters. Prepare so that you have a few doorknockers, pick-up point coordinators and block or street coordinators for every VD.
6. Work out a plan of how many people you need and exactly what tasks they will be doing. Your plan must include who must report to whom, how transport will be organised, how you deal with crises, what resources you need and where you will get them. (See list of the people you need on Election Day.)
7. Recruit all the volunteers needed who will be available to do mobilising work or to be party agents on Election Day.
8. Draw up a budget for your needs and fundraise for what you cannot get from the LET.

9. Brief your volunteers and train them on what exactly they must do, and to whom and by when, they must report. (party agents will be trained by ANC trainers from Province in April)
10. Get the voters roll from the LET and mark off all ANC voters and write their phone number and address where you have it.
11. Find out voter transport needs especially for old or disabled people and keep a record of these needs. Give a list to the block coordinators for each VD as well as the transport coordinator
12. Book transport for voters – try to negotiate for free transport. Some money will be available for petrol.
13. Organise transport for volunteers – try to get branch members with cars to volunteer for this.
14. Work out your transport plan for voters who need to be transported to the voting station – set a pick-up point for every block, time and routes for taxis and cars. Remember that most voting stations will be within walking distance of the majority of voters.
15. Make a list of all phone numbers you will need – your regional office, municipal electoral officer, PLC reps, emergency services, voting station, transport and catering.
16. Set up a small team to work with party agents and monitor and deal with any problems or crises on Election Day. They should communicate with the PLC rep and legal and monitoring teams where needed.
17. Ask the representative on the Party Liaison Committee in your municipal area to check details of the voting stations in your area. Make sure they all have electricity or gas lights, enough space, and furniture to cope with the elections. Check staffing.
18. Arrange a catering team to provide food for volunteers and party agents on Election Day.
19. Remember to make arrangements for special votes day – use records to identify voters who need visits at home and get their applications to MEO

Fill in the checklist on the following pages with the details

## CHECKLIST

### PREPARATION FOR ELECTION DAY WARD LEVEL

NO	ITEM	BY WHEN	BY WHO	PROGRESS
1.	<b>VOTERS</b>			
a	Receive the voters roll from RET/ZET/LET			
c	Divide the voting district into streets or blocks			
d	Assign street / block co-ordinators			
e	Street / block co-ordinators to plan the door to door visits to identify every ANC voter and capture on street or house			

	sheet			
f	Street / block co-ordinators to identify special voters and assist the voters to apply			
g	Use street or house sheets to mark all ANC voters on the voters roll by writing a big A next to their name. Write an S if a special vote was applied for. Also write the address and cell number if you have it, on the roll. (street or house sheets stay with the VD coordinator)			
h	Submit the special vote applications to MEO			
<b>2</b>	<b>VENUES FOR VOTING STATIONS</b>			
a.	Check list of venues used as voting stations, verify that venues are booked			
b.	Check if venue has lights, water and ablution facilities			
c.	If problems with venues, report to IEC for intervention			
d.	If temporary structure is used, check if the generator, water supply and ablution facilities have been arranged			
e.	Check if venue is easily accessible– check access roads are OK if recent heavy rains			
f.	Check best place for the ANC table			
<b>3</b>	<b>TRANSPORT</b>			
a.	Identify a transport coordinator. Check number of voters requiring transport and let them know where pick-up points are through VD team			
b.	Arrange transport and taxis and confirm booking in advance			
d.	Pay the transport in advance and get receipt – see last page of chapter			
<b>4.</b>	<b>REPORTING AND MONITORING ELECTION DAY</b>			
a.	VD co-ordinators to report on turnout statistics and incidents – visit station and get reports from ANC table and Agents – for turnout agents can ask Presiding Officer			
b.	BET Ops Centre to process reports and act immediately if turnout low in a strong ANC VD – intensify mobilisation			

	there and send extra volunteers from other VDs			
b.	Set five times for reports to be sms-ed– opening time, turnout at mid-day and 5pm, closing time, and result when available			
d.	Report on serious incidents immediately when it happens to PLC rep or MEO			
<b>5.</b>	<b>CATERING</b>			
a.	Get list of VD Co-ordinators and volunteers on duty and places where food is needed			
b.	Arrange food in advance (whether buying fast food or cooking by a volunteer) Keep receipts			
c.	Supply healthy food – at least sandwiches and water /soft drinks			
d.	Provide 3 meals (breakfast, lunch and dinner before 7pm (when voting stations may close and no agent is allowed out)			
<b>6.</b>	<b>OPERATION CENTRE</b>			
a.	Appoint OPS Centre manager and administrator and identify volunteers for Rapid Response to wards where problems have been identified			
b.	OPS Centre manager to communicate with other OPS Centres and LET/MEO			
c.	Get Ops Centre number, PLC Rep, cell numbers and email to all structures, agents and coordinators			
<b>7.</b>	<b>INFORMATION TABLES AT VDS</b>			
a.	Identify volunteers to set up and manage the information tables at each voting station			
b.	Material to be at the table: <ul style="list-style-type: none"> <li>• Voters roll to tick off voters who arrive</li> <li>• ANC membership application forms</li> <li>• Pamphlets and Poster</li> <li>• Manifesto (summary)</li> <li>• Umbrella, Gazebo or Tent-shade and rain</li> </ul>			
c.	Tic every ANC voter who comes to the table so you know who has not voted			
<b>8.</b>	<b>TRAINING AND ORIENTATION</b>			
a.	Arrange a briefing session for all volunteers and explain Election Day plan and their role			

b.	Recruit Party Agents and send to training, organise deployment at workshop and give them IEC agent forms signed by coordinator			
c.	Remind all volunteers of the dress code for agents (no party clothes) and those at the information table (party clothes and colours)			
<b>9</b>	<b>PARTY AGENTS</b>			
a.	Finalise number, names and contact details and deployment of agents, check that they report for duty			
b.	Feed agents and send in one fresh agent for counting			
c.	Party Agents to liaise with IEC Presiding Officer throughout the day – serious problems refer to ANC PLC rep			
d.	Share information about turnout with ANC table for purposes of door knocking			
<b>10</b>	<b>VOLUNTEERS</b>			
a.	Identify and keep a list of volunteers who will do conduct door knocking, encouraging people to go out and vote			
b.	Keep a list of volunteers who have transport, phones and computers, or who can provide food and other services			
<b>11</b>	<b>SECURITY</b>			
a.	Liaise with LET Legal and Monitoring where there are violent and conflict incidents			
b.	Report to SAPS deployed at the VD or MEO			
<b>12.</b>	<b>COUNTING AND MONITORING RESULTS</b>			
a.	Appoint Party Agents to be part of counting – at least one fresh agent			
b.	Party Agents to monitor counting			
c.	Party Agents to raise concerns where required			
D	VD results to be sms-ed to BET and LET			

## **After the elections**

1. The party agents must watch the counting of the votes.
2. Party agents should sign result slip and send the result to the BET coordinator - take a photo to send, or write down the result and sms it.
3. Celebrate peacefully and thank all volunteers.
4. Clean up and return borrowed equipment.
5. Pay all bills, bank surplus money, collect receipts and invoices and write your financial report.

## **3. TIPS FOR HOW TO DO ELECTION DAY TASKS**

This section gives a more detailed description of how to perform the tasks for Election Day. We will cover the following:

1. Getting out the vote
2. Voter transport
3. Monitoring
4. Reporting and communications
5. Catering
6. Volunteers

### **1. Getting out the vote**

We want to ensure that every ANC voter gets to the voting station to vote on Election Day. To do this we will have to set up a system where volunteers visit every house with ANC voters and check that they have gone to vote. There should be 2 categories of volunteers who are used for this:

1. Block coordinators who are in charge of the street sheets and co-ordinate the work of the door-knockers.
2. Door-knockers who go door-to-door to remind all ANC and undecided voters to go and vote. They should use street sheets and door-to-door work records to identify these voters. If voters need transport the door-knockers must inform them about where the nearest pick-up points are and the time transport is available, or, if door-knockers have transport, to take the voters to the voting station.

## 2. Transport

In most areas voting stations will be within walking distance of the majority of voters. If transport is needed you need to work out the best arrangement for your area. You will need volunteers to do the following:

1. **Coordinator** – based at the office to coordinate all drivers, taxis and volunteers.
2. **Drivers** who will either follow specific routes to pick up voters at arranged pick-up points or who will go to individual homes to fetch disabled, old or reluctant voters and take them to the voting station.
3. **Hoppers** – who go with each vehicle and jump out to fetch the voters at their homes.
4. **Pick-up point coordinators** who stay at the points and help with transport arrangements.

The best way to co-ordinate the transport is to use door-to-door work records if you have them and to find out which voters have indicated that they need transport. Try to book transport beforehand or to negotiate free transport from local taxi associations. If many voters are far from the voting station set up pick-up points and routes that will cover all the areas in that voting district and ensure that a taxi or car keeps going around the route to the voting station.

## 3. Monitoring elections

Voters must feel safe to go and vote and we must ensure that there is no cheating or intimidation at the voting station. We also have to make sure that all the practical arrangements work well and that the local electoral staff and officials do their jobs properly. We must make sure that the problems are sorted out as fast as possible.

On Election Day there is not a lot of time to waste on administrative problems. Every BET should have a monitoring coordinator to be in charge of all the party agents. The ANC should authorise three party agents for every voting station and two of them will be allowed to be inside at any time. Authorisation forms will be distributed at the party agent training run by the province. The monitoring coordinator should stay in the office and deal with any problems. A team can also be deployed from the office to go and sort out problems when they arise.

At the MEO's office we should have one of the LET party liaison reps present so that we have a contact person who can communicate with the MEO around problems we report from the ground.

Problems that cannot be handled can be referred to the monitoring coordinator in the regional or provincial office.

## **4. Reporting and communication**

It is very important to have correct and regular reporting about progress at every voting station so that we can ensure that everything is going smoothly and deal with any problems that come up. The two most important things that should be reported on:

1. Whether the voting station is open and functioning well.
2. How many voters are turning up to come and vote.

These reports should be sms-ed to the BET office or be gathered by one organiser who moves from voting station to voting station and checks what is going on in each. If there are any problems around the voting station opening, the monitoring coordinator or election coordinator should immediately take these up with the MEO.

If there is very low voter turnout at a specific voting station, extra volunteers should be sent to the area to try and get more voters to come and vote. The campaign coordinator and administrator should stay in the office and receive and respond to calls and reports. An organiser should move around by car to all the voting stations to get regular reports. Reports about problems and turnout should be phoned in to the LET or RET office by the BET office – problems immediately, and turnout at mid-day and at 5pm.

## **5. Catering**

Volunteers doing campaign work, as well as party agents, will have to be fed as they will be working long hours. A small catering team should be set up to make and distribute food to all volunteers. Sandwiches and water or mixed cooldrinks are the cheapest way of feeding volunteers. Get donations for this to keep costs down. Hot food is difficult as distribution usually takes too long for food to stay warm.

## **6. Volunteers**

There will be many volunteers who will want to help on Election Day. We need every person we can get. Start an Election Day Volunteer book now and keep a list of who is available to do what and how to contact them. Make a list of the jobs that need to be done and match them to the volunteers available. Call a meeting for volunteers a day or two before the election so that all volunteers are clear about their tasks, where and who they must report to. Make sure that volunteers have everything that they need.

## 4. ELECTION DAY WORKERS

NAME	JOB	NUMBER
Election coordinator	This person will be in charge and take all final decisions on Election Days. Must make sure everyone does their tasks, gets reports and make reports to sub-regional office. Deploys problem solving team.	One
Organiser and problem solving team	Moves around the area in roving car, makes sure everyone is working and deals with problems in the field. Takes reports from voting station and block coordinators.	One organiser, two problem solvers
Administrator	Assists coordinator with communication and supervises catering team.	One
Transport coordinator	Deals with transport requests and problems.	One
Party agents	Make sure there is no cheating at the voting station and monitor vote-counting.	3 per voting station or stream: 2 on duty, one off
Door knockers	Remind voters to go and vote, check that they have IDs and know how to vote, tell them where transport pick up is if they need it, report problems to block coordinator.	1 per street
Block coordinators	Deploy door-knockers and take reports from them. Report problems to organiser.	1 per block
Drivers and hoppers	Transport voters and check that they have IDs and know how to vote. Fetch voters from homes or pick-up points	1 each per vehicle
Pick-up point coordinators	Sit at pick-up points and help with transport arrangements.	1 per pick-up point
Catering team	Feeds volunteers.	5-10

## 5. RECEIPTS

When the BET coordinator hands money to any volunteer or service provider, a receipt must be produced

For handing money to anyone, use the following type of table to keep a record

Date	Money given for what?	Paid to whom?	Signature	Contact number	Amount	Receipt and change received

Use the receipts below for transport. Hand in any receipts for catering from shops or for petrol from garages.

### ANC TRANSPORT RECEIPT

Amount \_\_\_\_\_

Vehicle registration number and state if car or taxi or bakkie \_\_\_\_\_

Received by (Name of driver): \_\_\_\_\_

Date \_\_\_\_\_ Cell: \_\_\_\_\_ Signature \_\_\_\_\_

TRANSPORT PROVIDED:

VD \_\_\_\_\_ TIME ON DUTY from \_\_\_\_\_ to \_\_\_\_\_

NUMBER OF VOTERS TRANSPORTED \_\_\_\_\_

## Chapter 9

# Managing the Campaign

An election campaign must be well organised and efficient. This section gives some ideas and forms that you can use to make sure you run the campaign smoothly and use proper systems to capture information. It has a section on managing money and a section on managing people and meetings, and includes information on requesting speakers and setting up an office.

## Money

Before you start your campaign you should work out a budget based on your strategy and campaign tasks. Here is a checklist of items you may want to include in your budget.

### BUDGET ITEMS

	PER MONTH	TOTAL
<b>RUNNING COSTS OF THE OFFICE</b>		
Rent <i>(This can be expensive. Can you use free office space?)</i>		
Electricity		
Water		
Stationery		
Airtime		
Internet		
Cleaning materials or repair		
<b>BUYING THINGS - HERE ARE EXAMPLES</b>		
Trestle tables		
Stack chairs		
<b>CAMPAIGN FUNDS</b>		
Hiring of venues and PA		
Airtime and sms bundles		
Printing pamphlets and posters		
<b>ORGANISATIONAL WORK COSTS</b>		
Transport for volunteers		
Catering for volunteers		
<b>TRANSPORT COSTS</b>		
For meetings or workshops		
For voters on Election Day		
<b>FUNDRAISING COSTS</b>		
Printing of tickets		
Hire of equipment		
Venue hire + catering		
<b>TOTAL</b>		

Some money will be allocated to each branch for the last phase of the campaign, but most of your costs will have to be paid by the branch itself. This means your fundraising targets should be linked to your budget. The budget should also be broken into monthly budgets so that you can ensure that you will have enough money to pay for activities.

## **Financial statements**

Monthly financial statements must be done that show exactly what income you had and what you spent it on. This is very important so that you can:

- Monitor your spending and plan better.
- Pick up any mismanagement or fraud very quickly.
- Account to your branch for the money that was raised.
- Account to the LET and province for how you spent money so that you can get more.

Provincial allocations to branches will only be given once the previous allocation is properly accounted for. They will come through LETs.

Get a receipt book and make sure that you give receipts for all money or goods you receive from donors. This makes it easy for you to add up the income at the end of the month and ensures that no one can put money or things given to the ANC into their own pockets.

When you spend money keep copies of all invoices, receipts, cheques and EFTs. Write all spending down in a book, as it happens, so that it can easily be added up at the end of the month.

On the next page is a very simple form you can fill in to make a financial statement at the end of the month.

# MONTHLY FINANCIAL STATEMENT

Area \_\_\_\_\_ Coordinator \_\_\_\_\_ Period covered by statement: From \_\_\_\_\_ to \_\_\_\_\_

## Income

Money from the PET \_\_\_\_\_  
Donations and fundraising \_\_\_\_\_

TOTAL R \_\_\_\_\_ (1)

The receipts written during this period run from  
Receipt number \_\_\_\_\_ to number \_\_\_\_\_

## Expenses

Office rent \_\_\_\_\_  
Phone & electricity \_\_\_\_\_  
Stationery \_\_\_\_\_  
Allowances \_\_\_\_\_  
Transport \_\_\_\_\_  
Printing \_\_\_\_\_  
Venues \_\_\_\_\_  
Catering \_\_\_\_\_  
Other \_\_\_\_\_  
TOTAL R \_\_\_\_\_ (2)

Balance at the beginning of this period \_\_\_\_\_  
Add Income (1) \_\_\_\_\_  
SUBTOTAL R \_\_\_\_\_  
Subtract Expenses (2) \_\_\_\_\_  
Balance at the end of period R \_\_\_\_\_

Where is the balance of the money now:  
Amount in bank R \_\_\_\_\_  
Amount in cash R \_\_\_\_\_

# Managing People

## Meetings

Meetings should be kept as short and efficient as possible and people should only attend meetings where their presence is needed. BETs should meet on Mondays. The rest of the week and weekends should be kept free for campaign work.

There are three kinds of meetings that the BET has to be involved in:

### BET meetings

These meetings are to strategise, plan, make decisions for the campaign as a whole and report on progress and problems. The coordinator, BEC members, Alliance and MDM reps, task team heads and ward councilors or candidates (once they are selected) should attend.

### Task Team meetings

Task teams must meet when necessary to plan activities and have more in-depth discussions.

### BEC and Branch meetings

Every BEC or branch meeting should have voter registration and elections on the agenda and the coordinator should attend to report to and involve members.

#### Agenda for meeting of Branch Election Team (2 hours)

1. Welcome, present, apologies [5 min]
2. Task list from last meeting [10 min]  
Just read it and ask people to say done or not done. If not done, ask for reasons and help find a way to do it fast if there was a problem.
3. Reports on tasks (total 50 min)  
What was done since the last meeting and what are the plans till the next meeting? As events are agreed on write them in on the campaign diary.
  - ▶ Door-to-door work [25 min]
  - ▶ Outreach and Events [15 min]
  - ▶ Media distribution [5 min]
  - ▶ Fundraising [5 min]
4. News and correspondence from LET, Provincial or National [10 min]
5. Overall impact, issues arising from community, changes in tactics [45 min]

## Volunteers

Get all volunteers to fill in a form like the one below. Then analyse the information and keep separate lists of all who can type, drive, cater, etc. Use your volunteers as much as possible and make sure that people are trained, encouraged and thanked for their work.

### VOLUNTEER FORM

Branch: \_\_\_\_\_ VD: \_\_\_\_\_

Thank you for volunteering to help the ANC work in your area!  
Please complete this form so that we can use your time and talents well.

Name: _____		
Address: _____ _____		
Phone Home: _____	Cell: _____	Fax: _____

#### Type of volunteer work you would like to do:

<input type="checkbox"/> Capturing on computer	<input type="checkbox"/> Distributing pamphlets
<input type="checkbox"/> Bookkeeping	<input type="checkbox"/> Putting up posters
<input type="checkbox"/> Office work	<input type="checkbox"/> House meetings
<input type="checkbox"/> Telephone	<input type="checkbox"/> Driving
<input type="checkbox"/> Door-to-Door	<input type="checkbox"/> Fundraising
<input type="checkbox"/> Catering	<input type="checkbox"/> Other

#### When available to help:

Weekdays (best time: ..... )      Sundays (best time: ..... )  
Saturdays (best time: ..... )

#### Resources available for use:

<input type="checkbox"/> Bakkie / Kombi	<input type="checkbox"/> Car
<input type="checkbox"/> Computer	<input type="checkbox"/> Furniture
<input type="checkbox"/> Cellphone	<input type="checkbox"/> Cups, plates, pots
<input type="checkbox"/> Other	

#### Languages:

<input type="checkbox"/> English	<input type="checkbox"/> Venda	<input type="checkbox"/> Sotho
<input type="checkbox"/> Afrikaans	<input type="checkbox"/> Zulu	<input type="checkbox"/> Pedi
<input type="checkbox"/> Tsonga	<input type="checkbox"/> Xhosa	<input type="checkbox"/> Tswana
<input type="checkbox"/> Ndebele	<input type="checkbox"/> Siswati	<input type="checkbox"/> Other

Are you a member of any other organisations? List them:

What organisational experience do you have?	
What work experience do you have?	

## Candidates and speakers

At the provincial office and LET office there will be someone who deals with deployment of candidates and speakers. Use this form to book speakers for events – fax or scan and send a copy to the provincial office or LET office and keep a copy for yourself. The BET is responsible for deploying the ward candidates – use a similar form.

### REQUEST FORM : CANDIDATES

Which candidate / speakers: \_\_\_\_\_

What event: \_\_\_\_\_

\_\_\_\_\_

Target groups: \_\_\_\_\_

\_\_\_\_\_

Topic: \_\_\_\_\_

No. of voters expected: \_\_\_\_\_

Key issues in area: \_\_\_\_\_

**When:** Date : \_\_\_\_\_

Time: \_\_\_\_\_

**Where:** Region: \_\_\_\_\_

Branch: \_\_\_\_\_

Address of event: \_\_\_\_\_

**Map:**

Branch contact person: \_\_\_\_\_

Phone number: \_\_\_\_\_

Date request was sent to LET / province: \_\_\_\_\_

Date request was confirmed by LET / province: \_\_\_\_\_

Date availability was confirmed by candidate / speaker: \_\_\_\_\_

## Office

Every branch should try and organise an office for the last 3 months of the campaign. This can be a room in somebody's house, part of a shop or even a garage or a shack. Try to get an office that has a telephone or someone's cell phone, space to meet and is available in the evenings and over weekends. Make sure your volunteers know where the office is and when it is open.

The office should be the headquarters of your campaign. If you get a proper office you can also advertise it to your voters so that they can come there for information and help. Try to keep the costs down and not to pay high rent or to buy expensive items for your office. Rather use an existing facility and borrow the equipment and furniture that you need. Remember that you must keep your office looking good as voters may visit it!

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# How the elections will work

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### Who votes for what?

<b>Metro Council voters:</b>	one PR vote for metro council one ward vote for individual candidate
<b>Local Council voters:</b>	one PR vote for local council one ward vote for individual candidate one PR vote for District Council
<b>District Management:</b>	one PR vote for DMA representatives to District Council
<b>Area voters:</b>	one PR vote for District Council

***Note: in some very small local councils with very few councillors, there may be no wards and only a PR vote.***

### Who can stand as candidates?

The Constitutional says that:

- Candidates must live in the municipal area and must be a citizen who is entitled to vote in the area. They should be a registered voter in that area. It is not necessary for a ward candidate to live in the ward where they stand but they have to live in the municipality.
- Candidates may not have been declared un-rehabilitated insolvents or of unsound mind by a court order
- Candidates may not be people working for the council or employees of another government department who have been excluded by national legislation from standing.
- Any elected public representatives serving in another council or other level of government may not stand. (MPs, MPLs and councillors in other municipalities)
- Anyone sentenced to more than 12 months in prison after the end of 1996 may not stand.

The other laws and regulations that apply to candidates are:

- Councillors must be on the voters roll in the municipality where they live
- PR candidates must be nominated by a registered party
- No-one may stand as an independent in a ward and on a PR list for a party.
- If a party candidate is both a PR and ward candidate, and wins in the ward, they must take up the ward seat.

- A deposit should be paid by parties and independent ward candidates and will be lost if they fail to gain a certain percentage of votes

There are no provisions for candidates to be disqualified because of arrears. Parties may include this in their own selection criteria. Once elected to council, council rules may be used to expel councillors who are in arrears.

## **Replacing councillors after election**

Councillors can be disqualified or can resign after election. If they are party representatives, they could also be expelled or resign from the party. The Municipal Structures Act says how to deal with replacing PR and Ward councillors.

### **PR councillors**

PR councillors can be withdrawn and replaced at any time by their party. Vacancies are filled from the party list or a supplementary list submitted by the party.

### **Ward Councillors**

When a ward councillor resigns or is disqualified, a by-election will be held. If a ward councillor stood with a party symbol next to their name, they must leave their seat if they stop being a member of that party.

## **Metro and Local Council elections**

Metro and local council elections work in the same way. Half the councillors are elected from a PR ballot where voters vote for political parties. The other half are elected as ward councillors. Every voter gets a PR ballot with party names (all voters in the council area get the same PR ballot) and a ward ballot with candidate names (every ward has its own ballot paper).

In local council areas voters will also get a third ballot to cast a PR vote for the District Council they fall under.

## **Allocation of Local and Metro Council seats**

The Constitution says that the council must reflect overall proportionality of all votes cast and this leads to a complicated method of allocating seats. The method for doing this is set out in the Municipal Structures Act:

1. A quota of votes needed to gain a seat is worked out by adding the total number of votes cast in that election for PR and party ward candidates and then dividing it by the number of seats on the council.
2. All votes cast for a party on the PR ballot and for that party's candidates on ward ballots are added together.
3. Each party's total is then divided by the quota to see how many seats they are entitled to.

4. The number of ward seats already won by that party are then subtracted from the total of seats allocated to the party. (Ward seats are won by the candidate who gets the most votes.)
5. The remainder of seats the party is entitled to are then allocated to the right number of people on the party's PR list

**Example:**

1. A total of 100 000 votes were cast in Makana Municipality and there is a 10-person council.
2. The ANC wins 60 000 of the combined PR and ward votes in Makana.
3. The quota for each seat is 10 000 votes and we are entitled to 6 seats.
4. We win 4 out of the 5 wards and therefore already have 4 out of our 6 seats
5. We are given another 2 seats from our PR list

## **District Council elections**

District councillors are elected in three different ways

1. 40% of representatives are elected by all voters in area on a PR ballot and drawn from party lists
2. The remaining 60% are drawn from representatives of local councils (elected by each council) and representatives from District Management Areas elected by voters in the DMA on a PR ballot.

The 60% is split between local council reps and DMA representatives based on percentage of voters that live in each council or DMA area. The local council representatives will be elected through a list based election in the council and should reflect the number of seats different parties have. So, if the ANC has half the seats in the local council they will probably get half of that council's representatives to the district council.

**Example:**

*A DC in the Free State has 50 seats.*

1. 20 seats are filled from the party lists after using a PR vote in the whole district.
2. The other 30 seats are filled by reps from the 3 local councils and the one DMA that fall in the district. The 3 councils get 29 out of the 30 seats and it is split between them based on the percentage of voters they have living in their council area. Within each local council, a list-based election is held for councillors to represent that council on the DC. A party with half the seats in the local council, will probably get half the reps from the council to the DC.
3. The DMA has 2% of the voters and can elect one party rep on a PR ballot.

## **Who will run the elections at all levels?**

The Independent Electoral Commission (IEC) is in charge of managing and supervising the elections. In every province the IEC has set up an office under a Provincial Election Officer.

In every local municipality a Municipal Electoral Officers (MEO) will be appointed by the IEC to register candidates, organise voting stations, voter registration and to run the elections in that municipality. In most areas the MEO will probably be the Municipal Manager. In bigger areas someone else can be appointed or delegated to do the work. The Municipal Electoral Officer is responsible for employing all staff and making all the practical arrangements for voter registration and elections.

***Note: the ANC will register all its candidates at the IEC national office and nothing needs to be handed in to the MEO***

The MEO will employ election officials for each voting station. The appointments must be presented to the Party Liaison Committee. A few full time staff are already employed by most municipalities to work on elections. All their election related work takes place under the direction of the MEO and the PEO or other IEC structures and they may not take orders on any election work from the mayor or councillors.

If there are any problems with MEOs please gather the facts and make objections to the PEO, via our provincial PLC reps, as speedily as possible.

## **Party Liaison Committees (PLCs)**

At all levels the IEC has set up Party Liaison Committees to consult and inform political parties about the arrangements for the elections. The PLCs have no decision-making power but are there to advise the IEC and to deal with conflicts between different parties or between a party and the IEC.

Opposition parties take PLCs very seriously and use them well. The ANC must be vigilant and make sure that we participate effectively in PLCs. We should take the lead in solving problems through the PLCs at all levels. All electoral arrangements like voting stations, staff, voter registration plans, candidate registration, logistics for Election Day, etc, are discussed in PLCs and we have to ensure we have strong representatives who can protect the interests of the ANC and our voters.

At national level all registered political parties that have representation in Parliament will have two representatives on a PLC. At provincial level all parties that won seats in the provincial election will send two representatives to a PLC that is chaired by the Provincial Election Officer.

## **Local PLCs**

At a local level there will be one PLC in every municipal area where a Municipal Electoral Officer has been appointed by the IEC. All parties that participated in the last election

usually sit on the local PLC. Once the election date is promulgated all parties that register for a local election will also be entitled to representation on the local PLC.

The MEO should chair local PLC meetings.

Local PLCs are very important for monitoring voter registration and electoral arrangements. The LET coordinator plus one senior councillor should represent the ANC on the PLC. If anyone who was effective on the previous PLC, is available, that person should serve again for the sake of continuity.

Any local problems that cannot be resolved should immediately be referred to the provincial or national PLC reps. PLC reps should start work immediately and do the following:

- Inform the MEO that you are the reps and attend meetings
- Hold a local ANC assessment of what went wrong in the last local and national elections in terms of registration, voting stations, materials, staff and any other arrangements. This assessment should guide your input at PLC level.
- Check the VD maps and sign off on boundaries unless there are major problems.
- Check whether there are any new boundaries for wards that cut through VDs and make sure voters are being re-registered through door-to-door work in areas affected.
- Check all new voting stations that have been identified and raise problems if there are any.
- Make sure plans are made for direct registration work in low registration areas or target groups like youth.
- Monitor the plans for voter registration weekends
- Monitor the appointment and training of election staff.

## **Who can vote?**

All South African citizens over the age of 18 will be allowed to vote in the local elections. On Election Day for local elections, you can only vote at the voting station in the voting district (VD) where you registered on the voters roll and you must have a bar-coded ID book or smart card ID. If you lose your ID you can get a temporary replacement ID called a "Temporary Identity Certificate" which can also be used to vote with if it has not expired

## **Voter registration**

South Africa is divided into about 23 000 voting districts – each one with its own voting station. To vote you have to be on the voters roll for your voting district. On Election Day only the roll for that district will be at the voting station. If a voter's name is not on the roll and they have a sticker in their ID or a receipt that proves registration at that voting station, they must be allowed to vote. They will be asked to fill in a form and will then vote normally.

Most voters are already registered from past elections. If you are still living in the same voting district where you voted in the 2009 or 2014 elections, you do not have to register again (unless your VD boundaries have changed). If you have moved, you should change your registration so you can vote at the voting station in your area.

Getting all voters registered for the right voting station is a huge task. The main focus will be on public voter registration weekends that are likely to be held towards the end of 2015 and/or early in 2016. For voter registration we must target:

- Voters who have turned 18 since the last elections
- Voters who have never registered
- Voters who have moved from one voting district to another since the last elections
- Voters who live in areas where VD boundaries have changed

**Registration works like this:**

- You need a green ID book or smart card with a bar code (issued after 1986) or a temporary ID document
- Go to the voting station on a public registration day (or the municipal office on a normal working day) and fill in a form to show that you live in the area
- A special scanner (Zip –Zip) will be available in each voting district - it can read the bar code in your ID book and automatically records the correct information about your name and ID number for the voter's roll.
- The Zip-zip also prints a sticker that will be pasted in your ID book to show that you have registered at that voting station, or put on a paper receipt if you have a smart card ID

The IEC has the whole voters roll on one national computer and when you register the computer will check if your ID number already appears somewhere else. If it does, the computer will automatically cancel your registration at your old voting district and only accept the latest registration.

Voter registration is already open and voters can register at the office of the municipal electoral officer (MEO) at the municipal offices. In some areas door-to-door registration will be done by the IEC because voting district boundaries have changed. MEOS together with local Party Liaison Committees may also decide to do targeted registration in areas where there is low registration.

On the voter registration weekends that are planned, the ANC can send party agents to observe the registration process.

**The voters roll**

The voters roll is a list of all the voters in the country and it is broken into separate lists for each voting district. The voters roll will close about three months before the election.

Anyone who did not register by then will not be allowed to register. The electoral time table is published close to elections.

The steps described on the next page will be followed.

### **1. Notifying people whose registration is refused**

Any person whose application to register as a voter is refused must be notified in one of the following ways:

- A notice must be sent or delivered by hand to the voters address
- A list of all people who are refused registration must be displayed at the council office
- A list of all people who are refused registration must be published in the local newspaper.

The electoral time table usually allows about two weeks from the close of registration to notification.

### **2. Appealing against refusal to register someone as a voter**

Anyone who has been refused registration may appeal against the decision by sending the following information to the Commission in Pretoria:

- Name, address and ID number of the person who is appealing
- Reasons and details for why you are appealing
- Any documents that help your case

The timetable usually allows a week for appeals.

### **3. Deciding the appeal and notifying the voter**

The Commission can ask for more information from the person who is appealing or from the Municipal Electoral Officer. The Commission then decides the case by looking at all the written evidence or calling the people involved to come and give evidence. This work has to be completed within a few days.

### **4. Voters roll open for inspection**

Once all the appeals are dealt with a provisional voters roll is compiled and made available at council offices for inspection. This should happen a few days later.

### **5. Objections against any names on the roll**

Anyone who wants to object to a voters name being on the roll or a name being left off the roll, can then make an objection in writing to the Commission in Pretoria. Include the objector's name ID number and address, the details of the case and the reasons for objecting as well as any documents that may help the case. The deadline for objections is about a week after the publication of the draft roll.

### **6. Deciding objections and notifying the people involved**

The Commission then decides the objections and informs the people involved. You cannot appeal against a decision by the Commission. This happens at least five weeks before the election.

## **7. Publishing voters roll**

The final voters roll should be published about five weeks before the election. This roll has to be used to verify the registration of all candidates. It also becomes an important tool for campaigning.

## **Voting day and hours**

Voting will be for one day only and will take place from 7am to 7pm. There will be between 400 – 4 000 voters per voting station and it should be easy to complete the voting in the time allowed. Anyone who is in the queue at 7pm and has not yet been able to vote, must be allowed to vote before the voting station can close. The ANC must ensure that all our voters are in the queue as early as possible.

## **Voting process**

These steps will probably be followed in the voting station – it may be changed slightly in regulations that are issued closer to the elections:

1. A scanner is used in the queue to check that voter is on the roll and at the right voting station
2. Voter enters station and shows ID
3. Voter's name is crossed off the voter's roll.
4. Voter's hand is examined to see if it has been marked.
5. The hand is marked to see that the voter does not vote again. (The ID book may also be stamped)
6. The voter is given a ballot paper for the local council, ward and district (unless in metro area).
7. An official stamp is put on the back of the ballot papers.
8. The voter goes into the voting booth and makes a cross for one party or candidate on each of the ballot papers.
9. The voter folds the ballot papers and puts them into the ballot boxes. An election official will check to see that the ballots have the stamps on the back before they are placed into the boxes.

If a voter needs help to vote because of disability or sight impairment they can bring someone they trust to vote for them. Illiterate people may ask for help from the presiding officer or another electoral official. If an electoral official helps the voter to vote, two party agents or an observer can watch.

## **Postponing, re-voting or relocating in a specific voting district**

The Electoral Act allows for three ways to deal with violence, cheating, loss of materials, intimidation, natural disasters and other factors that could prevent a free and fair election in a particular voting station.

**Postpone:** the voting can be interrupted and postponed to another day, as long as it is within seven days of the election date.

**Re-vote:** The vote can be cancelled and re-held on another date within seven days of the election date.

**Relocate:** the voting station can be moved to another venue where voting can carry on on the same day.

## Counting

Counting will happen at the voting station in most cases. Votes may only be counted in a different central place if this is needed to ensure free and fair elections or if the votes came from a mobile voting station and are taken to a voting station for counting.

Provisional results will be announced and pasted up outside the voting station when counting is finished. The result slip is sent to the IEC through the office of the MEO. This should be a few hours after the close of voting.

## Campaign access

Any representative or candidate of a political party has the right to talk to voters in any public or private place as long as it is reasonable. This means that parties can go onto places like farms or hostels to talk to the workers who live there. The farmer or boss can refuse permission for you to come onto their property if it is during working hours but they should give permission for you to come at other times. If they refuse report them to the Municipal Electoral Officer.

## Electoral Court

A special Electoral Court will hear all appeals against IEC decisions and will make decisions on all cases related to the Electoral Act and free and fair elections. Appeals must go to the Supreme Court of Appeals

Before cases go to the Electoral Court for a hearing, conciliation must be used as a first resort to settle disputes.

## **Typical questions about voting and their answers**

### **1. If I am travelling on Election Day will I be able to vote?**

No. You can only vote at the voting station where you are registered.

### **2. What if someone still has a temporary ID because they lost their ID and their proper Identity Document has not arrived?**

To vote you need an ID or temporary ID document. You can vote with a temporary ID document if it has not expired. Go back to the Home Affairs office and try and find out what happened to your ID because maybe it is waiting for you.

### **3. When is a vote spoilt?**

It is quite difficult to spoil a vote. Any mark that makes the voter's choice clear is acceptable. It is only if the voting paper is blank, if the mark crosses more than one party, if the ballot has more than one mark or if the voter wrote their name on it, that it will be considered a spoilt paper and it will not be counted.

### **4. What kind of marks will be accepted as a vote?**

A cross is definitely the best mark to use but any other mark that makes the voter's choice clear will also be accepted. So, if you make a tick or any other sign in the right box next to only one party's name your vote will be counted.

### **5. What about special votes for people who cannot come to the voting station because they are old or sick or disabled?**

There are now special votes in local elections. People who are disabled or frail can apply to be visited at home or come on special votes day. On Election Day, frail voter will be taken to the front of the queue.

### **6. What about people who are in prison?**

Prisoners will not be able to vote in local elections.

### **7. What happens when people are still waiting in the queue at closing time?**

Anyone who is in the queue by 7pm must be allowed to vote. The presiding officer will declare the voting station closed but must tell people in the queue that they must wait and vote before the officials can go home. No-one new may join the queue after closing time.

### **8. Will you be able to wear organisational T-shirts and badges in the voting station?**

The voters should be able to wear whatever they like when coming to vote but party agents and officials working for the IEC will not be allowed to wear any symbols, T-shirts or badges of political parties. Party agents will be given special signs to show that they are party agents but may not campaign near the voting or in the station or wear party T-shirts or buttons. Candidates may wear whatever they like, but inside the voting station boundary they must cover rosettes or T-shirts with party emblems – put on a jacket or jersey.

### **9. Will South Africans living in other countries be allowed to vote?**

Not in local elections.

## **STANDARD Answers to voters' questions**

STILL TO BE UPDATED

### **1. 'How is the ANC tackling poverty?'**

We need to tackle poverty among our people on many fronts. In the longer term, we need to create enough jobs for all the people in the workforce. To do this we are making our economy stronger by building infrastructure like power stations, dams, ports, airports, roads, rail networks and better communications. We are improving skills among our workforce and training more engineers, managers and professionals in our universities. Government gives support to new and small businesses. We are also working hard on rural development and helping small farmers. We try to attract foreign business investment and help South African companies to find new export markets.

Economic growth has been held back by the global economic crisis.

We also need to continue our efforts to meet people's basic needs for water and sanitation, housing, electricity, health care and education.

Since 1994, the ANC, working together with the people, has:

- Provided subsidies for more than 2.8 million new houses,
- provided clean water to an extra nine million people,
- brought health services within easier reach of about six million additional people by building 500 new clinics in largely under-served areas,
- brought about nearly four million new electricity connections and over two million new telephone connections;
- provided a free daily meal to over five millions primary school children
- provided grants to more than 13m people – mostly children and pensioners .

### **2. 'Unemployment has gotten worse since the ANC was elected.'**

When the ANC came into office in 1994, the economy was in serious decline.

Unemployment had been growing for the last 16 years, many industries were not prepared to compete in the changing international market, and the introduction of new technology was leading to a shedding of jobs worldwide.

Faced with this difficult situation, the ANC has managed to halt the decline of the economy. It has overseen the restructuring of many sectors of the economy and the achievement of stability, laying the foundation for faster progress in rebuilding the economy.

The people most affected by unemployment are the youth who are unable to find work after leaving school. Our economy needs to create jobs faster and in greater numbers.

To do this we need to work together to produce more and more skilled workers, increase investment and encourage higher levels of economic growth. We need to build partnerships between government, business, labour and communities to achieve these goals.

Unemployment will not be eradicated overnight. The ANC government is responding to the challenge now by:

- increasing social welfare protection for the poor;
- spending over R500 billion on infrastructure over the next five years, creating new jobs in a number of areas;
- expanding our public works programmes, providing employment directly to the people;
- implementing skills development and education policies to prepare people for employment in new economic sectors;
- supporting small business with training and finance to unleash the economic potential of our people;
- focusing on programmes to address youth unemployment such as learnerships, the national youth service programme and initiatives by the Youth Development Agency.

### **3. 'The minimum wage is causing unemployment.'**

There is no evidence that the minimum wages introduced by the ANC to improve the conditions of working people has increased the levels of unemployment in the country. This argument is often used by employers and those who act in their interests to justify paying workers as little as possible. On the contrary, part of the problem of poverty that we face is the problem of the 'working poor' – people working in certain sectors, but paid such low wages that they are still very poor. This is particularly true of farm and domestic workers, and casual or contract workers.

The causes of unemployment are to be found in the structural problems of the apartheid economy, and in global changes to the way work is organised.

In determining the minimum wages in each sector of the economy and each part of the country, the ANC government has undertaken exhaustive research and broad consultation to establish what is affordable to employers and sufficient for workers to earn a decent living

#### **4. 'Foreigners are taking our jobs.'**

Since the dawn of democracy the number of foreigners arriving in South Africa has increased dramatically. Some are here legally, while many have entered illegally. These people are not however contributing significantly to unemployment among South African citizens.

Many people who come to South Africa do so because their lives are threatened by civil war, or their families cannot survive because of poverty. While we work to tighten controls on illegal immigration, the long-term solution lies in tackling the economic, social and political problems which force people to leave their countries. It means that we need to work hard to bring economic growth, peace and development in the continent.

There can never be any justification for violence against foreign nationals. All who live in South Africa enjoy the protection given by our Constitution, Bill of Rights and police services. Where people have concerns or complaints about housing, jobs or access to services, these should be addressed through engagement and dialogue.

We also need to show solidarity and support to genuine refugees from other countries just as many countries showed solidarity to us during the struggle against apartheid.

The ANC government has gone to great lengths to implement the country's laws on illegal immigrants. New legislation aims to streamline immigration policies and practices so the country can benefit from skilled foreigners who want to contribute to building the country; controls are tightened on people entering the country illegally; and South Africa is meeting its international and moral obligations to genuine asylum-seekers.

#### **5. 'Crime has got worse since the ANC came to power.'**

Crime was on the increase for several years before the ANC was elected. This was the result of the disastrous economic and social consequences of apartheid – unemployment, social dislocation, broken families and marginalisation of many communities. Taken together with the high levels of violence in society, the easy availability of weapons, and the involvement of the apartheid police in criminal activities themselves, the early years of democracy saw this trend continue.

But the ANC has, together with the people, worked hard to fight crime and to fight the causes of crime. The police service has been restructured and largely transformed. It is better resourced and better trained. Specialist units like the Hawks have been set up to tackle organised crime and other major criminal activity. Special interventions have been made at police stations in the areas worst hit by crime. Community Policing Forums (CPFs) have been set up around the country to involve communities in tackling crime.

The result of all these efforts is that most categories of serious crimes have stabilised, and in some instances have started to decline. While levels of crime are still far too high, the

tide has turned. The challenge now is for all South Africans to work together to bring these crime levels down even further.

## **6. The ANC is too tolerant of corruption**

The ANC inherited a system where corruption was tolerated and hidden from view. We have introduced new laws to make all forms of corruption illegal and to protect those who blow the whistle on their colleagues or bosses. We have set up a highly successful Special Investigation Unit (SIU) that fights corruption in the public service. We have built strong institutions like the Auditor General, the Standing Committee on Public Accounts (SCOPA) in parliament and legislatures and the Public Protector. We have made it compulsory for parliamentarians, members of provincial legislatures and local councilors to declare assets and gifts. We have reformed laws to make the awarding of government contracts and tenders transparent and fair and to make it difficult for politicians to influence decisions.

It is largely due to these measures that where public representatives have been corrupt, their actions have been uncovered and action has been taken against them. However, this is not always enough. Members of the public need to be alert and report any instances of corruption that they come across.

We are also taking steps to deal with corruption by public servants, public service managers and government contractors.

## **7. 'Rape and child abuse has got worse since the ANC came to power.'**

Violence against women and children, including sexual violence, is indeed a major problem facing our country. While there is no excuse for these kind of crimes, there is a strong link between poor socio-economic conditions, the status of women in society and violence against women and children. Therefore the fight against violence against women and children must include efforts to tackle poor conditions, to change the status of women and to empower women.

As the ANC we have worked hard to expose the abuse of women and children, and to encourage people to report these crimes. We have made it clear that abuse cannot be tolerated and that we believe in treating all people with dignity and respect. More and more cases have been reported to the police and in the media. It is difficult to tell whether this means these crimes are happening more often, or whether they're simply being reported more than they were in the past.

Whatever the case, violence against women and children is a problem that we all have a responsibility to address. The ANC has made progress in dealing with child abuse through ensuring more courts are "child-friendly"; introducing legislation against domestic abuse; providing support to victims; introducing education for children in schools about avoiding and reporting abuse; and establishing special police units.

The ANC-led government will continue to vigorously investigate and prosecute these crimes, to build awareness and support for survivors of these crimes, to tackle sexism and to promote respect for all people.

## **8. 'The ANC promised us free basic services, but is actually cutting off services.'**

Since 1994, the ANC has expanded the provision of basic services like water, sanitation, electricity, telephones and housing dramatically – achieving more in the last sixteen years than all previous governments put together.

But because of the high levels of unemployment and poverty, not everyone has been able to afford these services. The ANC therefore introduced a programme of providing a minimum basic amount of water and electricity to all households for free. This programme has been rolled out in most urban areas and around 70% of households now have access.

But while these programmes are being rolled-out, all municipalities should have 'indigent' policies in place to ensure that poor people are assisted in paying for basic services. While most municipalities have such policies in place, the reality is that others either do not have such a policy or do not have the systems to make it work properly. In some cases, poor residents don't know about the policy and therefore don't make use of it. This is a major challenge for the ANC, local councils and communities – to ensure that indigent policies are put in place across the country, that they work and that people know about them and access them.

If people use more than the free basic amount of water or electricity, then they need to pay for the services they use. It is the responsibility of all families to monitor the amount of water and electricity they use to ensure they can afford what they use above the free amount. Unfortunately we can only give people what we can afford as government. Our money for water and electricity comes from taxes and from those who pay for using more than the basic amount.

## **9. 'RDP houses are too small and are badly built.'**

The housing subsidy which the ANC introduced – and which has resulted in the building of over 2.8m million houses – is the government's basic contribution towards the cost of building houses.

While government has been able to increase the value of the subsidy over the years – and has done so again this year – people have had to supplement this subsidy, where possible, with their own savings or loans from banks. The size of the houses is determined by the additional resources that people have been able to access.

The ANC has introduced new legislation to encourage banks to make housing finance more accessible to poorer people.

Over this time, it has become clear that some builders have not been adhering to basic building standards. To prevent this, the ANC has established the National Home Builders Registration Council (NHBRC). All houses built with subsidies are being enrolled with the council to ensure all houses meet the minimum standards contained in the National Building Regulations. The NHBRC will apply a five-year warranty cover to all enrolled houses, to ensure that any structural defects in these houses are rectified.

Some contractors and housing officials have been found to be corrupt. Where this has happened, housing departments have acted and the cases have been handed over to the police. The ANC is determined to stamp out this kind of corruption because it takes away resources that should be going to the poor. Anyone who comes across such criminal behaviour should report it to the government or the police so that action can be taken.

#### **10. 'Why does the government refuse to give everyone with HIV antiretrovirals?'**

The ANC-led government has implemented the biggest treatment programme in the world and around 1 million South Africans are now on antiretrovirals. We also provide treatment for all HIV-positive pregnant mothers. In the last three years we have tripled the number of people who receive treatment.

We are revising the criteria for when people can go onto antiretrovirals and have already made it easier for people who also suffer from TB. Cost is a major issue. Not only are the drugs themselves expensive, but so too is the testing, support and monitoring mechanisms that need to accompany the treatment.

We are also spending a lot on prevention and education programmes to stop further infections. Government has also launched voluntary testing campaigns to encourage people to take responsibility for their own safety and the safety of those they love.

#### **11. 'Councillors are lazy, ineffective or corrupt.'**

Most councillors are hard-working and committed to the people they serve. In a short space local councillors have made great strides in transforming many areas of life in our communities and ensuring that a solid start has been made in delivering basic services to the people. It is true that in many cases they have not been consistent in reporting-back to their constituencies, leaving people unaware of the work that has been done or the challenges faced in ensuring faster delivery.

Some councillors have not however been up to the tasks required of them, and the ANC has acted in many of these cases to replace them with people who can better attend to the people's needs. The process of choosing candidates for the 2011 election will ensure that only those who are experienced, hardworking and above corruption will be re-elected. We will bring in new candidates where we need them.

If you have any complaints about your ANC councilors, please tell us. We will not tolerate corruption, laziness or inefficiency. Councillors are the representatives of the people and the ANC expects them to do their work with dedication and selflessness..

## **12. 'The ANC only cares about us when it wants our votes.'**

This is not true. Since 1994, the ANC has worked continuously and consistently to implement the mandate which it received from the people. Every day since 1994, houses have been built, water has been provided, higher pensions have been paid to more people, houses have been electrified, schools have been improved, criminals have been arrested and prosecuted, clinics have been built, free health care has been provided to children and pregnant women, land has been transferred to the landless.

Every day since 1994, thousands of ANC public representatives have been working to build a better life for all South Africans. During election campaigns we return to the people to get a new mandate. It always gives us new insights into the challenges we face and we will continue to work hard to solve them, together with the people.

We expect our councilors to stay in touch with the people and they will commit themselves to regular consultation and report-back meetings.

## **13. 'Why are there quarrels between the ANC and its Alliance partners.'**

The ANC and its alliance partners – the SACP, COSATU and SANCO – are each independent organisations, with their own membership, programmes and policies. On some issues their policies and positions differ, but they all agree on the need and programme to transform South Africa into a non-racial, non-sexist, democratic, united and prosperous nation.

We regularly meet and debate the best way forward, and sometimes the arguments get very heated. But all partners in the Alliance remain committed to discuss and, where possible, resolve these differences. In recent times there has been greater unity and more meaningful discussion about critical issues.

## **14. 'Why does the ANC not discipline its members who cause divisions and confusion about ANC policy?'**

The ANC is a democratic organisation and members are free to debate issues and express their views. They are also free to lobby and campaign for different leaders to be elected in our democratic leadership elections.

Within the ANC there are a broad range of different opinions on many policies. Our democratic conferences are used to decide ANC policy and once a resolution is taken, all our cadres in government and elsewhere are expected to support its implementation. We should however never stop debating and searching for ways of improving our policies.

ANC members are no allowed to engage in divisive action and our disciplinary committees are used to prosecute those who do. We should not over-react to those who express their preferences for one candidate or another in a leadership race. But we expect all cadres to at all times behave with honesty, dignity, respect for each other, and to do no damage to the image and name of the ANC.

